LET'S SELL ICE CREAM

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Bernard F. Cuglisi

Blue Boy Ice Cream Co.

LET'S SELL LET'S SELL LET'S SELL LET'S SELL LET'S SELL

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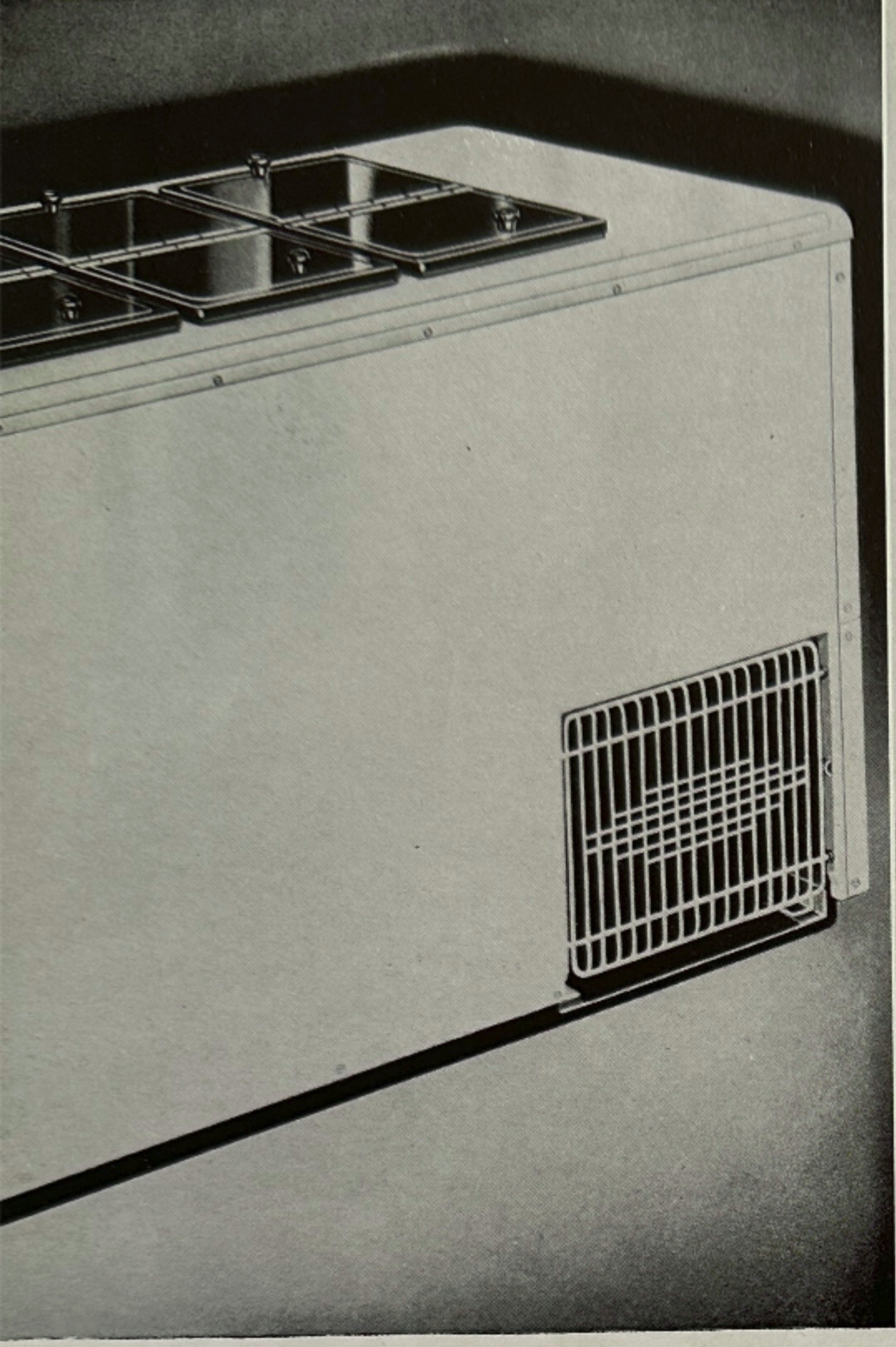
THE ICE CREAM MERCHANDISING INSTITUTE INC. • WASHINGTON, D. C.

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Managing Director

affiliate of

THE INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS

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CHOCOLATE SODAS
FUDGE SUNDAES



FOREWORD

Merchandising is accepted today as an essential factor in a successful sales program. In this book "Let's Sell Ice Cream" we have assembled and sequenced a wealth of material on the merchandising of Ice Cream. Since much of a product's acceptance at point of sale depends upon the person who presents it and the surroundings in which it is offered we have included necessary information on cleanliness and sanitation, service routines and suggestions for selling, as well as an outstanding collection of formulas for the various types of Ice Cream services and combinations. Merchandising moves products toward people and people toward products, so that sales increase. This volume can, we believe, add to the merchandising knowledge and power of those who present Ice Cream. It's aim is its title—"Let's Sell Ice Cream".

G. W. Hammerich

FOREWORD...

continued

To know what you are selling—how to sell it—who to sell to—and what profit you may expect—all these make up the pattern of business.

In this book, we have endeavored to present this information in simple logical fashion so as to be usable as well as interesting and informative.

As in any food, there is romance in the beginnings of Ice Cream—there is the intricate business of its manufacture and distribution—and the versatility of its uses in serving the public, and so we start our book with Ice Cream, the product which is essential in the profit picture of the Soda Fountain or Ice Cream Department.

Since you who serve Ice Cream are largely responsible for making Ice Cream attractive and appealing to customers we have built into our next section all the aspects of dispenser techniques. First the *personal* information—what to say—what to do as an Ice Cream dispenser. Then, the routines of cleanliness and sanitation which are a vital factor in the success of any food dispensing—with the particular direction of these tasks toward maintaining a shining clean Soda Fountain or Ice Cream Department.

Next, the explanation of the equipment, materials, tools with which the dispenser must work and how best he can use them to develop his skill and proficiency, as well as the ability to serve attractive eye appealing dishes and drinks.

Then comes the building of the Ice Cream dishes and drinks themselves with a wealth of illustrated formulas for all types and kinds of sundaes, Ice Cream sodas, milk drinks, and the various other classifications which go to make up the menu for the modern Soda Fountain.

In conducting business at the retail store, the art of winning customers and influencing sales is important in developing volume business. Hence we devote a section to merchandising—the art of suggesting, presenting and promoting—to the betterment of business.

Another section is concerned with details of "Techniques and Services"—the actual explanation of how to develop routines, and perform services which make the Soda Fountain into an efficiently operating unit.

Management, too, has its place in our pages—with ideas for store renovation, department placement, Soda Fountain development, decoration, as well as cost information to help develop a sound pricing policy.

In the appendix we have republished scores of all types of Ice Cream services with ingredient quantities listed in order of use to give you almost a "reference library" of formulas.

This is our book. It is indexed by subjects and arranged by divisions for your ease in locating the information you wish.

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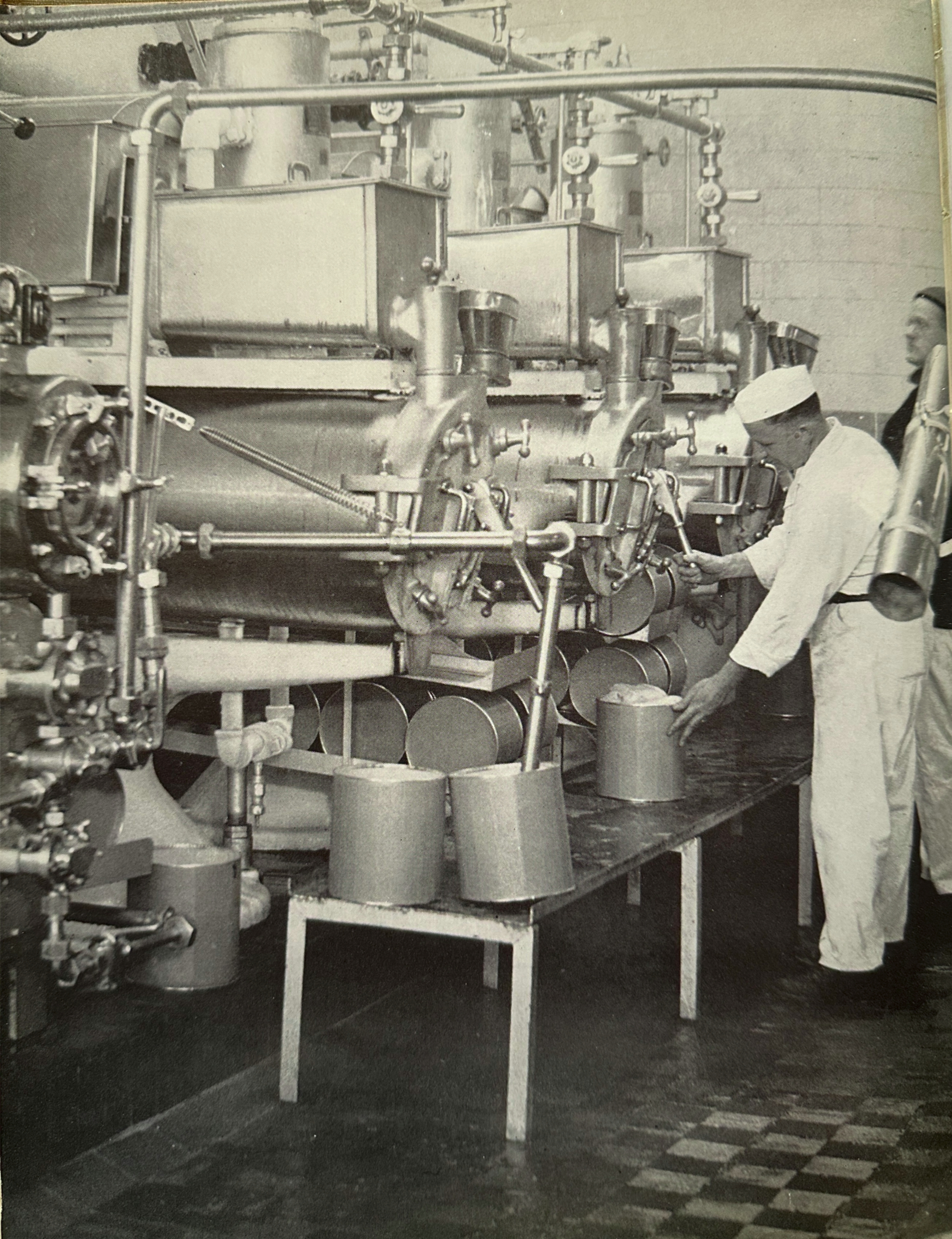
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THE PRODUCT

THIS IS THE STORY OF ICE CREAM FROM ITS EARLIEST KNOWN BEGINNING TO ITS PRESENT POSITION AS A MAJOR INDUSTRY AND A CONTRIBUTOR TO THE WELL BEING OF PEOPLES WHEREVER IT IS KNOWN

Many countries of the world have long regarded us as a queer people. A people who prefer our tea iced, our apples in pies and our dairy products frozen into Ice Cream.

No doubt American soldiers in their travels "educated" many people on the goodness and taste appeal of drinks and foods peculiarly American. Certainly Ice Cream became popular in many remote spots where it was never seen before and acquired followers wherever the "G. I." sowed the seed!

And he made Ice Cream everywhere, out of the available products and in a variety of experimental, borrowed and improvised equipment—because he liked Ice Cream and Ice Cream meant *home* to him.

DOWN THE CORRIDORS OF HISTORY

Actually, although Ice Cream is regarded as one of our own specialties, it is older by far than the colonization of North America.

Around Ice Cream hovers the halo of romance. Its history is buried deep in the forgotten past. It begins in the dim distant splendor of biblical times. Not Ice Cream as we know it now, of course, but the first forerunner, the snow and the ice that were used to cool the wines that soothed regal throats in ancient lands.

Yes, Ice Cream comes of royal lineage. Tradition credits the earliest enjoyment of frozen delicacies to Alexander the Great. His attendants, we are told, stirred his fruit juices and possibly his sweetened milk in bowls surrounded by melting snow. Whether or not dishes crudely resembling Ice Cream, sherbets or fruit ices as we know them, resulted from the process, we can only guess. We have no written record to change this from possible fantasy to positive fact.

The Roman Emperor Nero, after witnessing the gladiatorial combats would titillate his palate with a rare delicacy brought from the distant mountains—snow flavored with fruit juices and honey. The faint footsteps of Ice Cream, even then, were walking down the corridors of history.

Marco Polo, the magnificent vagabond who wandered through the mysterious lands of the Far East, is said to have brought back to Europe recipes for water ices and milk ices in the 13th century. He borrowed the idea from the Chinese, who originated the secret of making primitive Ice Creams more than 3000 years ago.

Each time Marco Polo's illustrious account of the Orient was retold the recipe was also publicized. Thus ices made with milk and cream became a popular food in Italy.

The first step in improved cooling, and with it the first real step toward our modern Ice Cream, was made by the Italians who discovered that by adding saltpeter to snow water, much lower temperatures were obtained than when snow alone was used. Water beverages were then cooled by inserting the container in a dish of snow to which the saltpeter had been added. Later water was sweetened and flavored with fruit juices and made into water ices.

In France, royalty was responsible for introducing this delightful food discovery. Catherine de Medici, according to some historians, in 1550 returned from a tour of Italy enthusiastic about it. The French, long known as food connoisseurs, eagerly accepted the new dish. Succeeding French monarchs retained Ice Cream as the favorite royal dessert.

The arrogant Charles I, King of England in the 17th



Century, is credited with the initiation of Ice Cream making in England. He and his French cook, De Mirco, were the only persons privileged to enjoy this delicious food. The greedy king, fearful that the recipe might become known, pensioned De Mirco, who first made Ice Cream for him, with a bountiful supply of hush money to keep the process secret.

Luckily for the rest of the world, De Mirco was the gossipy sort who found the secret too interesting to keep regardless of the bribe. Soon, thanks to De Mirco. others in England were enjoying the King's frozen delicacy.

WHAT'S IN A NAME?

The name "Ice Cream" is of comparatively recent origin. In Europe it was first known as "cream ice" or "butter ice" because of its thick, creamy or buttery consistency. Cream ices were made in Paris in 1774. One account states that the first cream ice was served before the Duc de Chartres on a hot day in August 1774 by his chef who depicted the Duke's coat of arms on the cream. It was also served as a sweetmeat in the form of highly colored Easter eggs at the end of a feast by Louis Fifteenth.

Who brought the idea of Ice Cream to this country from Europe is not known. As in Europe, Ice Cream was first served in America as a rare delicacy, known only to the wealthy and influential. Dolly Madison, charming wife of the fourth president of the United States, gave the serving of Ice Cream at smart functions the first impetus of high official sanction by serving it to her guests at the White House in 1813. That it was a highly valued rarity and an almost prohibitive luxury in these days is clearly indicated.

Nevertheless, as early as June 8, 1786, Joseph Crowe urged New Yorkers to buy his Ice Cream in a quaint notice which appeared in the New York "Post Boy". Some say that Ice Cream was first sold by a man named Hall in New York even prior to 1786.

ICE CREAM BECOMES A BUSINESS

From this early start, it was not long before Ice Cream began to be made in retail stores on a small scale for direct sale to the public. The process of freezing was simplified about this time by the invention of a freezer with rotating paddles which kept the product smooth while freezing. This new freezer encouraged making Ice Cream in larger quantities and made possible the first beginning of the business of manufacturing and wholesaling Ice Cream to retail stores and restaurants.

Jacob Fussell, a milk dealer in Baltimore, Maryland, in 1851 was the first wholesale manufacturer of Ice Cream about whom we have definite information. His plant was located at Seven Valleys, Pa. In 1856 he started another plant in Washington, D. C., four blocks west of the White House. In 1862 he started a third plant in Boston, Mass., and in 1864 a fourth in New York City.

THE SUNDAE

As to the origin of the Sundae, there are also conflicting claims. We have on file a story written in 1926 which claims that a certain "Jim Porter" who ran a drug store near Pittsburgh, Pennsylvania, coined the word "sundae," spelling it "ae" to overcome the objections of a pious lady who didn't like the Sabbath linked with the soda fountain! There is another story that a certain Edwin Green in Wisconsin started the sundae, probably around the end of the 19th century.

Another story appears in a letter of Richard Lloyd Jones as quoted by William Lyon Phelps in "Autobiography With Letters". (Oxford University Press).



"A humorous revelation is brought out concerning the sundae. The town fathers of Evanston, Illinois, in the latter part of the 19th century, passed an ordinance prohibiting the retailing of Ice Cream sodas on Sunday.

"Some ingenious confectioners and drug store operators obeying the law, served Ice Cream with syrup of your choice, without the soda, thereby complying with the law. They did not serve Ice Cream sodas. They served sodas without soda on Sunday. This sodaless soda was the Sunday soda. It proved palatable and popular, and orders for Sundays began to cross the counters on Mondays.

"Objection then was made to christening a dish after the Sabbath. So the spelling of the word "Sunday" was changed. It became an established dish and an established word "sundae".



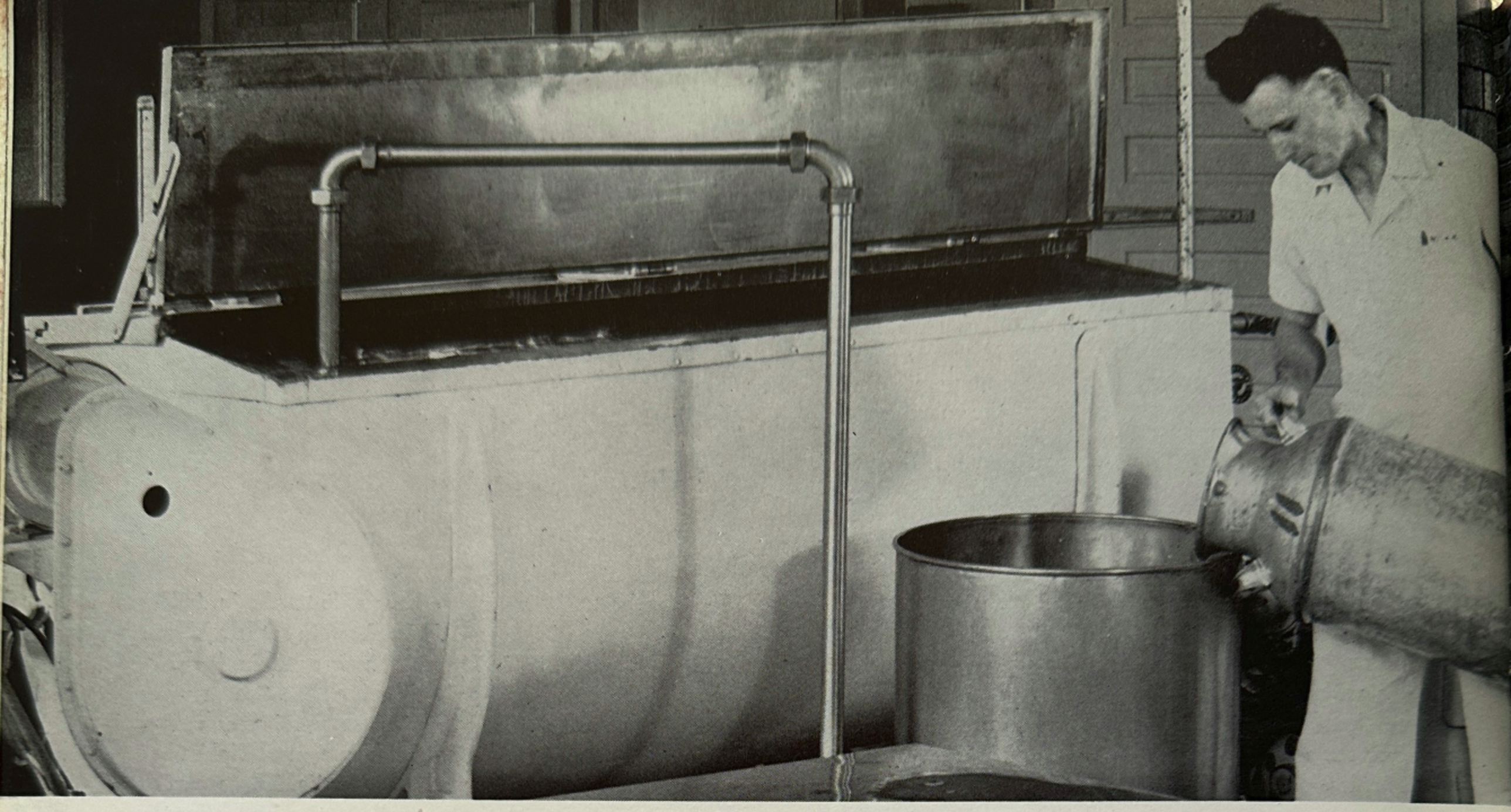
THE ICE CREAM SODA

Accounts differ as to the introduction and use of soda water with fruit flavors in this country. One account states that Elie Magloire Durand, an emigre from France during the very early part of the 19th century (around 1817), landed in Philadelphia, and after some time took a lease on a building at 6th and Chestnut Streets in that city; went to France for equipment; and returned to this country about April, 1825. It was he who first flavored soda water with fruit juices to make it more palatable, soda water at that time being quite a favorite prescription of the physicians of the day.

Those sources which we have been able to obtain, indicate that the Semi-Centennial Celebration at Franklin Institute, Philadelphia, 1874, was the first public demonstration of the Ice Cream soda, in which Ice Cream was added to the fruit flavored soda water previously mentioned. At that time it is believed that a commercial soda fountain was also introduced to the public. These early soda fountains were relatively small in size and offered much less in soda making equipment than even the later rather inadequate fountains in use at the turn of the century.

Another account reports that Mr. Robert M. Green, a manufacturer of soda water in Philadelphia, first intro-





duced the Ice Cream soda at the Franklin Institute Celebration. Still another story has it that Mr. Fred Sanders of Detroit, Michigan, in 1875 substituted Ice Cream in sodas for sweet cream when the latter had soured on an especially hot day.

Another source mentions that Mr. Joseph Anton Enper concocted the first Ice Cream Soda in Denison, Texas, in 1870.

There are other and somewhat conflicting claims, but it certainly is true that around the time of the Sesquicentennial, the Ice Cream soda became at least a recognizable item, commercially produced, for the American public, and has been growing in popularity ever since.

THE BUSINESS GROWS

Up to 1900 the growth of the Ice Cream business was slow but gradual. The total yearly production of few, if any, plants is thought to have exceeded 100,000 gallons by that time. It is estimated that the total production of all plants in 1900 was between 25,000,000 and 30,000,000 gallons. To produce this volume of Ice Cream required an estimated aggregate investment of from $15,000,000 to $18,000,000.

During the years between 1905 and 1910 improved equipment, methods of manufacturing, handling and storing Ice Cream resulted in a decided growth in the number of Ice Cream plants. This was further stimulated by a rapidly growing public demand for the product. The annual production of the average plant greatly increased. By 1910 a number of concerns were producing as much as a half million gallons of Ice Cream yearly. Several were manufacturing in excess of a million gallons every year.

From that time to the present, the growth of the industry reflects the continued advent of additional new equipment, improvements in transportation facilities, cumulative experiences in the business, and the application of modern industrial and specialized dairy manufacturing science to the making of Ice Cream.

The Ice Cream industry today is an important market for the dairy farmer, particularly because greatest Ice Cream production occurs during the flush season of milk production.

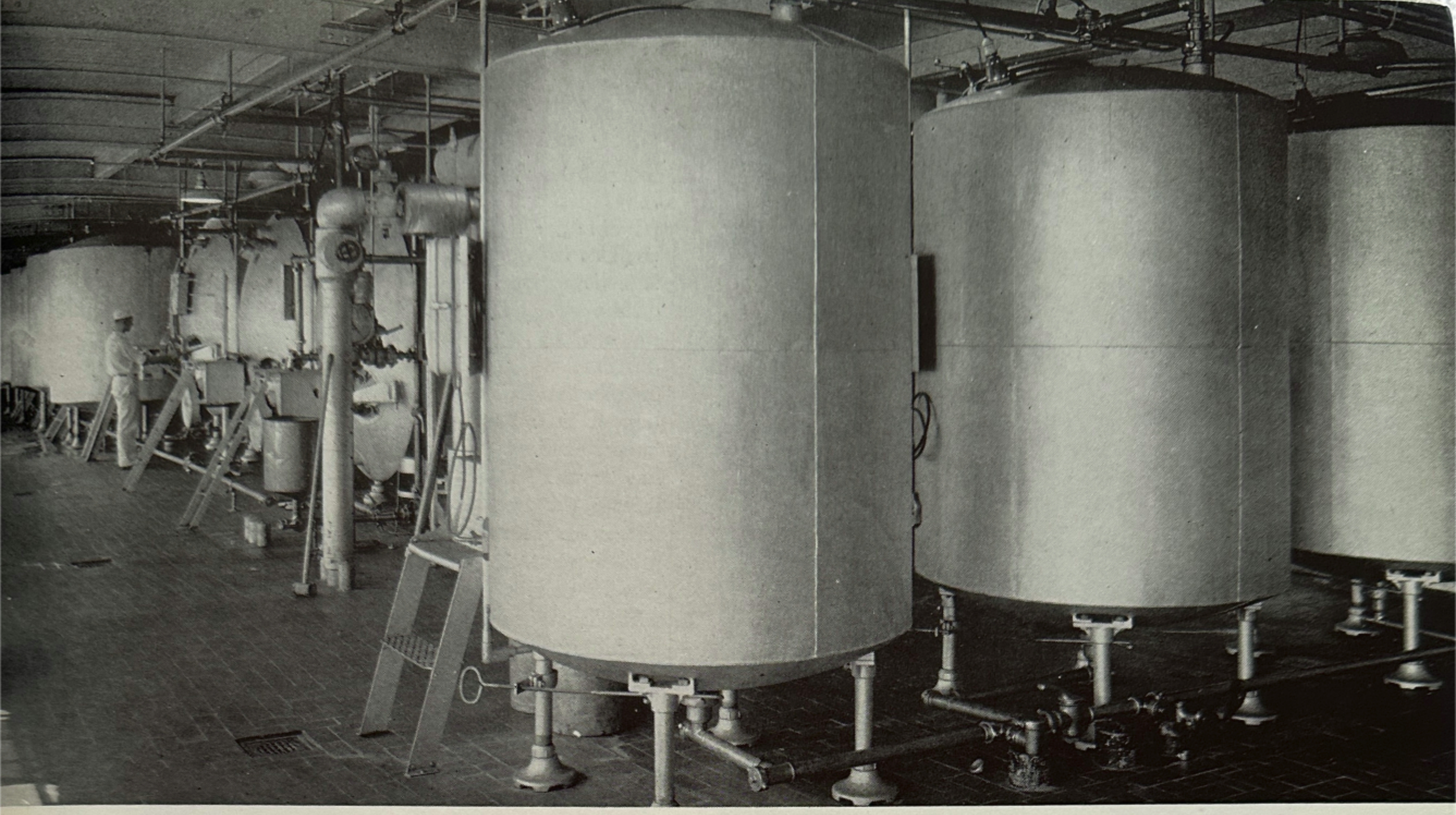
THE PRODUCT—ICE CREAM

What about the product Ice Cream itself, and the care, thought and ingenuity which go into its makeup? The manufacture of Ice Cream has moved from the kitchen of the catering shop into well-built, efficiently planned commercial plants in which the manufacture of Ice Cream is the main business. There are three general divisions of the plant:

1. The receiving room and the storage department.
2. The production and freezing department.
3. The hardening department.

The Receiving Room

Because Ice Cream is made principally from dairy products, all of which are perishable, great care is taken in the reception and holding of the dairy products themselves. The milk comes to the plant in refrigerated trucks



and is immediately placed in cooler boxes or large chilled tanks. Cream as purchased comes also in refrigerated trucks or cars and is immediately transported to a refrigerator in the receiving end of the plant where it remains until it is ready to be made up into the mix which will eventually be Ice Cream. Milk, cream and other dairy products, make up about 80% of the composition of Ice Cream.

Sugar, fresh fruits, preserved fruits, flavoring, nuts, etc., also enter into the composition of many Ice Creams. These, of course, are shipped into the plant and are kept under proper storage conditions until ready to be used. Dry storage is provided for sugar and for various other ingredients which may not require refrigeration.

The laboratory or research division of the Ice Cream company not only maintains rigid supervision over the storage rooms but also tests the ingredients to insure the freshness and purity so necessary in Ice Cream. For example, the dairy products are tested as to bacteria count and the butter fat content for which they were bought and to assure the correct amount required in the Ice Cream formula; fresh fruits must be free from mold, ripe but not over-ripe, etc.

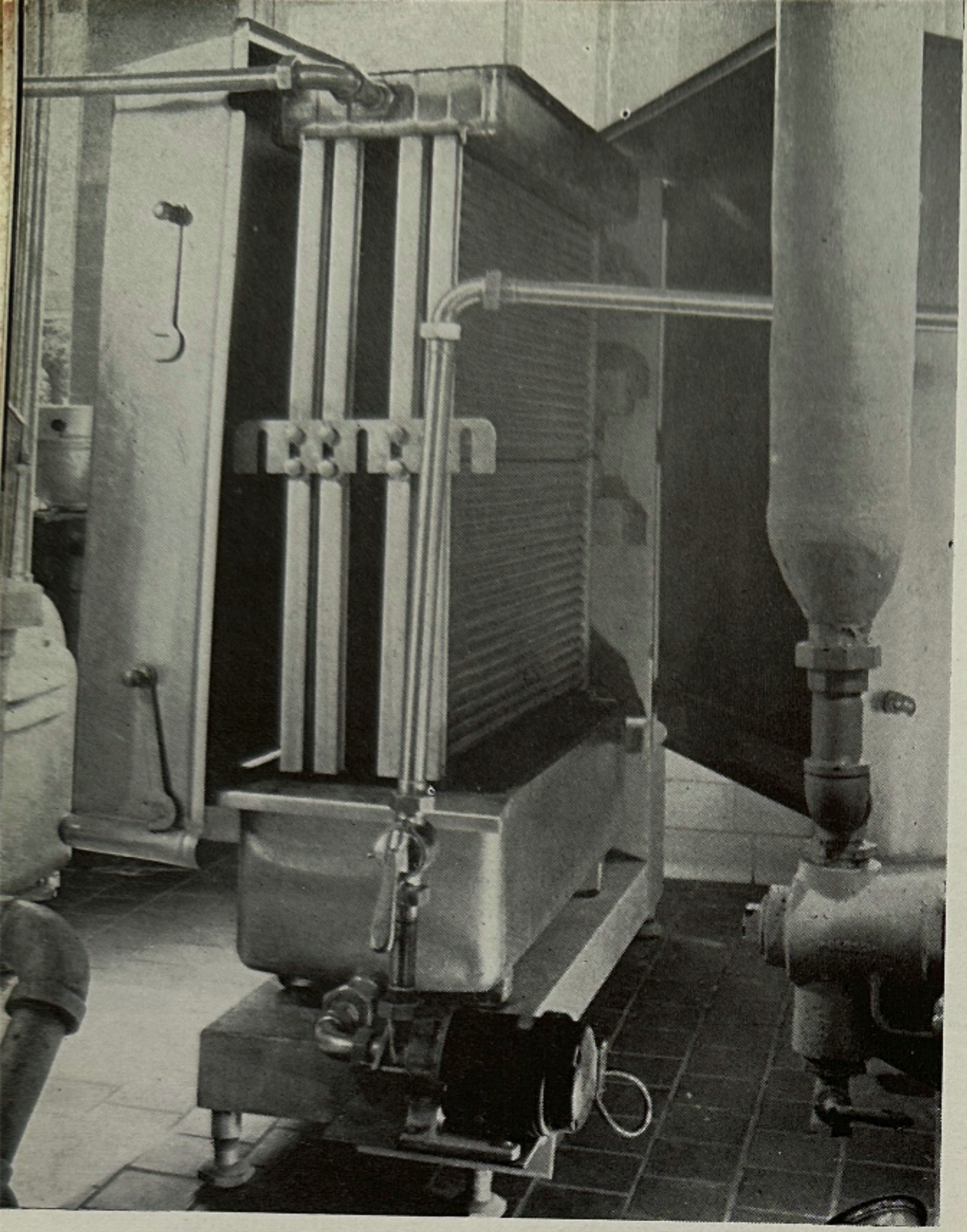
Every precaution is taken by the modern Ice Cream plant to start with quality ingredients and from there proceed in a well organized fashion to produce Ice Cream which is sanitarily safe-guarded in every step of the manufacturing process and is finally delivered to the retail store—a delightful, delicious, safe, nutritious food.

The Production Department

There are many formulas for making Ice Cream, just as there are many formulas in all commercial products. Each company has developed what it believes to be the best combination of ingredients for producing its particular brand of Ice Cream. In general Ice Cream formulas follow a definite pattern: Cream, milk and milk products are combined with sugar and flavor in a definite proportion, so as to produce an Ice Cream which when finished will comply with the laws under which the Ice Cream is being produced and be most popular in the market in which it is to be sold.

All ingredients for the Ice Cream mix are weighed accurately after having their composition determined by laboratory test. The person who is in charge of the mix is given a certain formula to follow. He must provide the milk solids and butterfat from the raw materials which are available. The exact composition of the particular batch of cream, milk and other milk solids with which he is at that time concerned, are all carefully worked out by the production department—and he follows the formula by weight. From there the procedure is somewhat as follows:

Cream, milk and milk solids in the proportion required are weighed and poured into a large vat which is called the pasteurizer. Added to this are the number of pounds of sugar or other sweetening required for the formula and whatever stabilizer is in use—usually a small amount of pure food gelatin or a vegetable gum.



This mixture is then heated in the vat to pasteurizing temperatures, being stirred by means of mechanically operated paddles. The mixture is pasteurized in accordance with plant procedure—usually at 145° for 30 minutes or "flash" pasteurized to 165°—170° for 30 seconds or so and then cooled.

It is piped while still hot, by means of sanitary stainless steel piping through a machine known as the homogenizer. In this machine the mixture is forced through a narrow opening under heavy pressure to disburse the fat globules throughout the mix, and improve the texture of the Ice Cream. The globules thus disbursed will not clump during freezing—a cause of buttery texture in the finished Ice Cream.

From the homogenizer the mixture is piped again in sanitary stainless steel piping through the cooler and is rapidly chilled to a temperature of about 40° F. After passing over the refrigerated cooling coils, the mixture moves through other sanitary pipes into holding tanks which are kept at a low temperature until the mixture goes to the freezers. Chocolate and a few other flavors are usually added before the mixture is pasteurized. Fruits, nuts and candies are usually added at the freezer.

There are two types of Ice Cream freezers in commercial use today. The first and older type is what is known as the batch freezer. It is similar in principle to the old fashioned home Ice Cream freezer—that is, a metal can with revolving paddles surrounded by a refrigerant. This is operated mechanically so that the paddles turn and the mixture is whipped and beaten as it is being frozen. Commercially the freezers are turned on the side, and the refrigerating fluid is not ice and salt but a brine (properly prepared for low temperature production) which circulates in a completely closed jacket outside the freezing compartment itself. Through a fruit hopper in the top of the freezer, fruits, nuts and other flavors of this type are added to the mixture after freezing has begun. When the freezing is completed in the batch freezer, the freezer is opened and the mixture, partially frozen, drops into the type of can or container in use at that plant. At this point, the Ice Cream is not frozen as you receive it at the soda fountain, but is only a partially frozen mixture and must be put in a very cold hardening room to chill rapidly.

The other type of freezer in common commercial use is what is known as the instant or continuous freezer. In this type of equipment, the mixture is forced in a narrow stream under pressure between refrigerated plates and in a matter of only seconds comes out of the freezer ready to be sent to the hardening room for complete finishing. Fruits, nuts, etc., are added at the freezer. Forcing the mix through so rapidly and under such pressure tends to produce a very smooth textured, fine grained Ice Cream.

Air, which is incorporated into it during the freezing in either type freezer helps produce the texture which permits Ice Cream to be eaten at its customary low temperature. Without the air it would be a soggy, solid mass, but fortunately whipping has been recognized as an essential part of Ice Cream freezing and therefore we have the characteristically pleasing texture that makes Ice Cream.

WE GET ICE CREAM!

After being drawn from the freezer, unless it is being packed into small units, like pints, quarts or cups, the Ice Cream is put in cans of one, two and a half gallons, five gallons—or the assortment of sizes required by that manufacturer—and hurried immediately to the hardening room. In the hardening room temperatures are maintained from 0° to —40° F. By means of air circulation through electric fans the Ice Cream is very quickly hardened. Rapid hardening also improves the texture of finished Ice Cream, as it keep ice crystals small and prevents icy or grainy texture in the finished product.

ICE CREAM GOES TO THE STORE

Ice Cream is kept at low temperatures until it is ready for delivery to the retail store. When it is to be sent out it is placed in refrigerated trucks, which carry it to the

dealers stores where it is transferred to the soda fountain cabinet or the cabinet unit in the store without the soda fountain. Since Ice Cream in the hardening room is definitely too solid for dipping or manipulation, it is tempered in the cabinet at the dealer's store to reach a proper dipping temperature. Range for dipping depends upon the composition of the Ice Cream and the particular flavor. Ice Creams with higher butter fat content or fruit, nut and similar Ice Creams are dipped at a somewhat different temperature than those with the lower butter fat content or plain flavors.

AND NOW—TO THE CONSUMER

This is the journey which cream and milk products take from the farm to the Ice Cream store. Now let us follow Ice Cream until it reaches the consumer. Ice Cream has come to be a part of American life in a way that few other foods have. This is probably due to several factors. The first, of course, is its delightful taste and texture and the cooling sensation which it imparts. There are other reasons, many of them, one of which is the versatile quality of Ice Cream as a soda fountain service. Ice Cream enters into many of the combinations of the soda fountain. It is the basis of the delicious milk shake which we all enjoy; it is a vital part of the tangy sparkling Ice Cream soda; it is the opportunity for the artist of sundae-making who brings forth his best toppings to glorify it. Ice Cream can be used on puddings, pies, cakes, doughnuts and many other similar foods to provide combinations delightful to many types and ages of customers. Yes, there are almost innumerable ways in which Ice Cream adds delight and enjoyment to the diet. Not only is Ice Cream useful and desirable as a combination food, but it in itself is a delightful, refreshing and nutritious dish.

The high percentage of dairy products which is the foundation of all Ice Cream, class this typical American food as a real member of the vital dairy family. The addition of sun ripened fruit or choice nut meats carefully selected, chocolate or vanilla alone or in combination are a few of many flavors which give variety and added food value to Ice Cream. Sugar adds energy as well as emphasizes the distinctive flavor and helps make the taste blend which has made Ice Cream America's Favorite.

The same minerals, vitamins and nutrients which make milk so necessary in the daily diet give Ice Cream importance as a strength promoting food, valuable for body building and health protection. Ice Cream is one of the most attractive forms in which to serve dairy products. Young or old, sick or well, people like it. Its ease of digestion and its taste appeal make it valuable in helping convalescents regain strength. Ice Cream also helps maintain glowing health in those who are well. Coaches include Ice Cream in training table menus and encourage its use. So good, and so good for you—truly an unbeatable combination. Yes, Ice Cream—a nutritious dairy food—is versatile, useful and delightful—a part of the American way of life.





THE KNOW HOW

In every business or profession there are certain fundamentals which constitute the basic training from which the individual goes on to acquire skill and proficiency.

So in the business of meeting and serving the public at the soda fountain or Ice Cream department the "Know How" is made up of a number of things which combined, produce a trained, valuable soda dispenser or salesperson.

Because the customer is the contact point for sales, the salesperson must know how to approach, greet and start the service so as to create a receptive attitude on the part of the potential purchaser.

This must be followed through by a service which pleases, food or drink properly prepared, ingredients combined in an eye appealing, taste tempting manner; the soda dispenser and the soda fountain presenting the clean, well cared for appearance which betokens the application of sanitation procedures to every part of the operation, including personnel.

You'll find in the pages which follow, the story of training soda fountain and Ice Cream department employees unfolded in logical, easily followed steps. Why, how and when, get their turn in explaining routines for cleanliness, formula making, merchandising.

Then to give the trained personnel an opportunity to increase skill and add variety to the offerings, one of the most extensive sets of Ice Cream formulas ever assembled, is pictured, charted and explained. There are sundaes, Ice Cream sodas, milk drinks, banana splits, freezes, floats, parfaits—practically every kind and type combination of Ice Cream service which you can need or use.

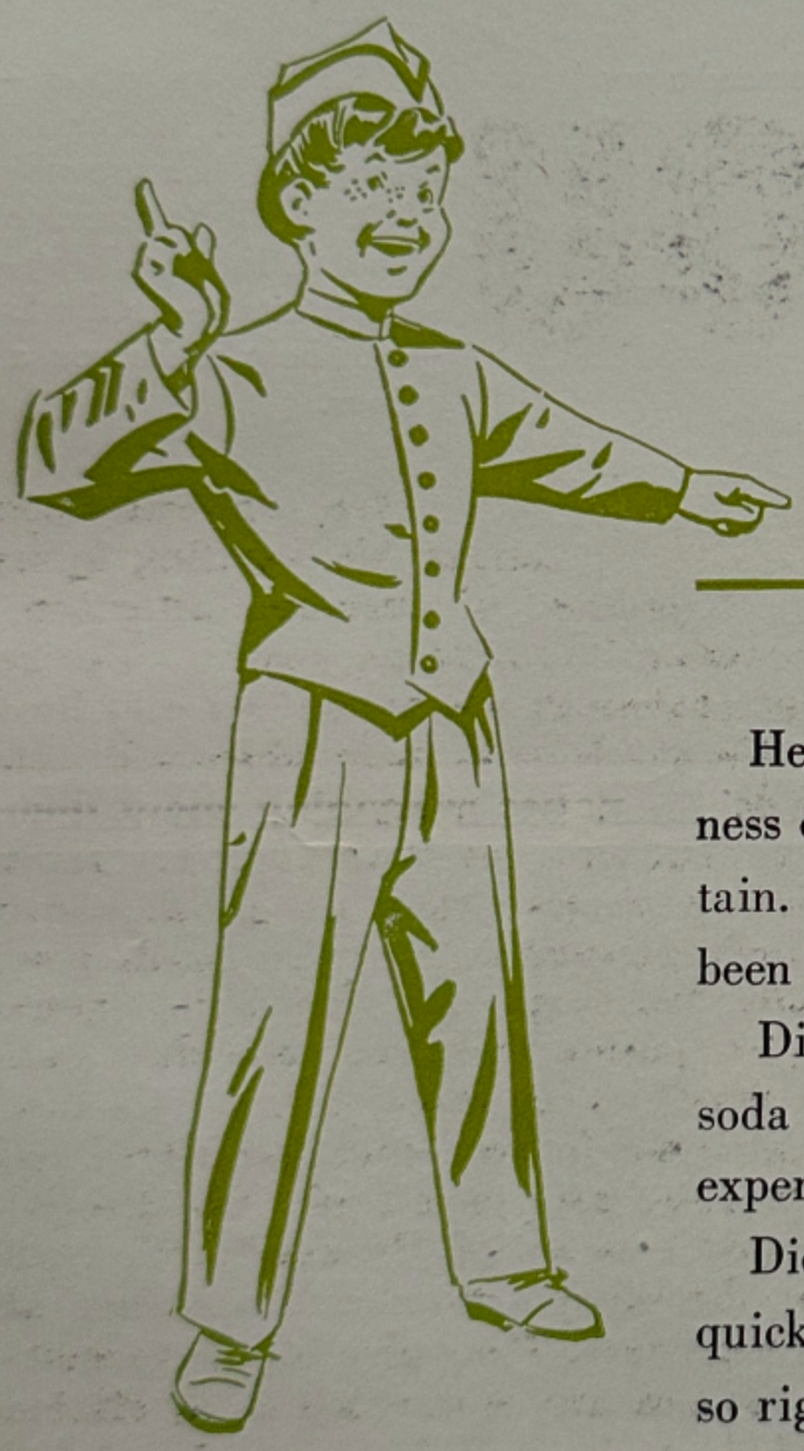
They await only the turning of the pages to become *your* skills, *your* formulas, *your* services.



THE SPOTLITE IS ON YOU

Yes, on every soda dispenser, during his working hours, shines the "Spotlite" of customer attention . . . and so we call this section "Spotlite on You" . . . to remind you of the little things your customers see, which you may have overlooked. The customers sit on the stools or at their tables and watch everything soda dispensers do . . . notice everything about their appearance, manner and speech. And the way their audience reacts to all these things determines whether they are good, bad or indifferent performers at the soda fountain. Even the hardest working actors and actresses are actually "on stage" for only brief intervals, but soda dispensers work in a bright spotlite from the time they come on the job until they leave. Their "show" never stops. Every soda dispenser is concerned first of all with his or her future—and that future, to be successful, depends on how he handles his present job. The Ice Cream Merchandising Institute has developed a series of "lessons" with reminders, explanations and directions for the many actions and activities which combine to create a well-trained dispenser. They give him information, ideas and suggestions which he can use to develop skill, efficiency, and sales ability. All will help make both his present and future satisfying and increasingly successful. The following material is divided in logical fashion to show the progress of the dispenser from the first time he begins work, through to the trained, skillful person, whose merchandising creates additional sales, and develops a repeat customer business for the store.

These are the subjects covered: Personal appearance, courtesy, customer approach, service routines; keeping daily and weekly cleanliness routines, reasons for their importance, equipment cleaning and care; correct dipping, syrup and topping dispensing, carbonation, accessories and their uses; making staple items, including the sundae, Ice Cream Soda, milk shake, banana split, fruit ade; profit importance of Ice Cream—store promotion—carry-out sales—suggestive selling, etc.



TRAINING THE SODA DISPENSER

Here we start a new recruit, "Soda Pete"—into the business of meeting and serving customers at a busy soda fountain. You've seen situations like these—often—and perhaps been caught in some of them.

Dick, our "leading man", is a composite of a progressive soda dispenser and a fountain manager. He speaks from experience, such as you no doubt have had.

Dick says, "The better you are as a soda dispenser the quicker you'll get a chance to be a fountain manager and so right on up that old ladder to success. You'd be surprised how many big executives got their start behind a soda fountain. And they all agree that what they have learned about human relations as soda dispensers has been invaluable to them.

"Yes, and the better soda dispensers we are the easier our work is and the more satisfaction we derive from it".

As we follow Soda Pete through these pages, you'll see him change from a rookie into a finished and proficient soda dispenser—a credit to himself, and to the store in which he works.



DICK: Doing things right saves a lot of extra work. Let me illustrate by showing you how it worked out with Pete Anderson when he came to us for a job as a soda dispenser.

PETE: I understand you're the head man. The office sent me up about a job.

DICK: Glad to see you. We need a good man at this fountain. How much experience have you had?

PETE (Bored Voice): Oh—I've soda jerked plenty! Six months at Browns—three months—

DICK: Just a minute—we don't say "soda jerk". We call ourselves "soda dispensers" because we're proud of our work. You'll be proud to work here too. Our boss is a swell guy—started at this soda fountain—so did I. We'll *help* you—and help make you a top notch dispenser.



DICK: There's lots to this job besides filling orders. We have a plan we call "Spotlite Analyzer". It helps us and you decide how good you are! Any store can develop its own analyzer to meet its particular circumstances and conditions.

DICK: Our Spotlite Analyzer starts as a Check Chart of 16 important points that helps you check on yourself as to customer approach and service. I'll check you today and when the day is over you can see how you rate.

PETE: Well, anyway, I'll know you're watchin' me so I can give out with a jazzy job of jerkin'—er—I mean dispensin'. See you tomorrow. Dispense with the jerk—I'm going to be a dispenser.



DICK: Here is our Spotlite Analyzer. Let's follow Pete and see how he measures up to the 16 points which we will discuss a little later.

DICK: Pete starts off well—is in early—cleanly shaved — shirt fresh — hair, hands, nails in good condition. He is ready for the "Spotlite" in which every soda dispenser works. Let's look in on him during the noon rush at the soda fountain.

CUSTOMER: Hey—I want some sugar! How do you like that—just walks away while I'm talking to him! He might at least have the courtesy to say, "I'll get it for you in just a moment."



PETE (A little weary but trying hard to be pleasant): Okay, lady, what'll it be?

CUSTOMER: Well—let's see—I think I'll have a chocolate . . . no, a pineapple . . . no . . .

PETE (whistling to himself, impatiently).

CUSTOMER: I don't know just what I want.

PETE: Well, take your time . . . take your good old sweet time . . . I'll be back.

PETE: Yes, miss?

MISS: Marshmallow nut sundae.

PETE: No marshmallow.

MISS: You had some yesterday.

PETE: Okay, we had some yesterday, but we don't have none today.



MISS: You don't have to act so smart about it. Well, then give me a chocolate soda with Chocolate Ice Cream.

PETE: All black comin' up. Comin' right up, miss.

MAN: Hey—will you take my order?

PETE: I'm busy right now.

MAN (mumbles to himself): Well, what do you think of that? Wonder how they expect to keep customers if they don't wait on 'em?

PETE (sharply): Made up your mind, lady?

WOMAN: Yes, I'll have a banana split.

PETE: Yes, we got no bananas today. Come around tomorrow.

WOMAN: I don't understand you—what did you say?



PETE: Look, lady, I can't make a banana split because we have no bananas to split. See?

LADY: Well, why didn't you say so?

PETE (whistles).

MAN: Service, please. I'm in a hurry.

PETE: Okay, I'm doin' the best I can. What'll you have?

MAN: A chocolate milk shake and combination ham and Swiss with Russian dressing.

PETE (indistinctly): Combo—Russian.

MAN: On whole wheat toast.

PETE (low and mumbled): Wheat toast.

LADY: Young *man*, will you please take my order? I was here long before that man!

PETE: But, lady, you haven't given me an order yet.

LADY: You didn't wait. I'll have a chocolate sundae if it's not too much trouble.







LADY (pointing to dripping sundae dish): Does it have to drip like this? Do you want me to get it all over my clothes?

PETE: Sorry—don't get your emotions in an uproar—I'll fix it in two shakes of a lamb's tail.

PETE (wiping with soiled cloth): There we are. Hope that satisfies your Ladyship.

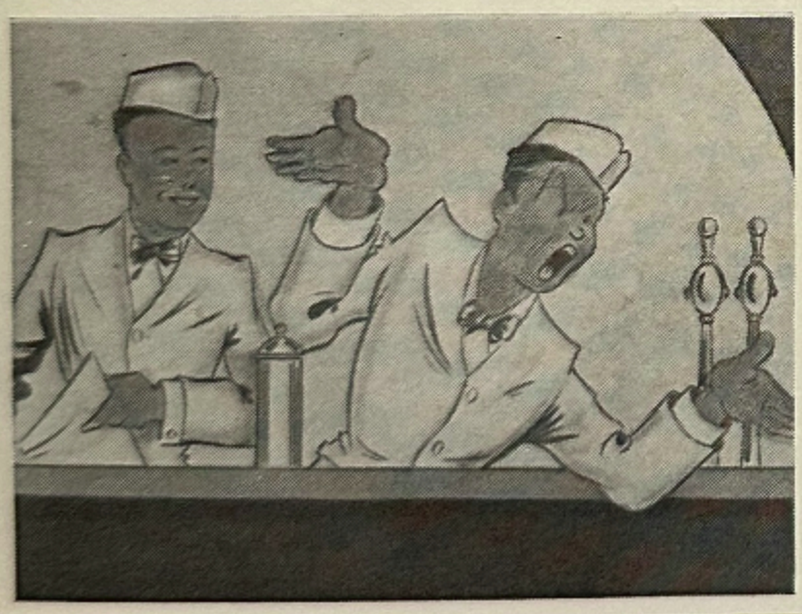
LADY (making face): Ugh! Did you have to use a cloth that isn't clean? I'd rather have the sundae sloppy.

MAN: Hey—this whole wheat isn't toasted!

PETE: Well, I can't help it. I *said* toasted. The sandwich man must be deaf!

MAN: I don't care what he is. I want this sandwich on toast—understand?

PETE: I thought you said you were in a hurry. Okay, I'll fix it up for you.







DICK: The fact that Pete is in the midst of a rush and some of his customers are unreasonable is all the more reason for taking care. Anybody can do a good job when the going is easy—the real test comes when the pressure is on. So let's go back to Pete and see how he's doing under pressure.

MOTHER (with small boy): Sit up to the counter and tell the man what you want, Prentiss.

PRENTISS: A banana split like the one up there on the wall.

MOTHER: That's too much for you. How about a big chocolate Ice Cream soda?

PRENTISS: No, I don't want a chocolate soda. I want a banana split.

PETE (ignoring boy): Chocolate Ice Cream soda. And what'll you have Ma'am?

MOTHER: I'll have a chocolate Ice Cream soda just like Prentiss.

PRENTISS: I don't like Ice Cream soda. I don't like you either.



MOTHER: Prentiss, I'm ashamed of you.

PRENTISS: I want a banana split.

PETE: Look lady, I'll be back when you and Prentiss get straightened out.

PRENTISS: I don't like you.

PETE (aside): Nasty little brat.

PETE (to Bert, another soda fountain employee): Say, Bert, how long does this rush last?

BERT: Another hour—then it lets up. I'll take this next customer.

PETE: Oh, thanks. Well, I'll get back and see if Prentiss has made up his mind.

DICK: Remember two things:

1. Handling small children is one test of a good soda dispenser. Where children go, parents follow—so make children feel important—and help them make up their minds.



DICK: 2. Cooperation behind the soda fountain makes the difference between a soda fountain outstanding for service —and "just another soda fountain."

IRATE CUSTOMER: This corned beef is bad!

PETE: We've sold a lot of sandwiches from the same piece, and nobody else has complained.

IRATE CUSTOMER: Listen—I don't want the sandwich—and I don't want any more of your lip. Give me a check and I'll get out of here, and believe me I'll *stay out!*

DICK: I happened to catch that and this is the way I handled it. "Excuse me, sir. I'm the soda fountain manager and I wonder if I could help. The man who waited on you is new and doesn't realize that we just don't let people leave this soda fountain dissatisfied. I'll really appreciate it if you'll tell me what the trouble is."

IRATE CUSTOMER: This corn beef is no good.



DICK: Well, sir, if you don't care for the corn beef we wouldn't *let* you eat it. Now, suppose I fix you a nice ham on rye and top it off with today's special—frosted strawberry sundae. I think you'll like the combination.

IRATE CUSTOMER (sheepishly): Okay—mighty nice of you . . . mighty nice.



DICK: Of course I don't need to tell you folks that it's poor business to lose a customer for the price of a sandwich when by a little effort it can be avoided. Now I'll go through the sixteen points of the Analyzer and we can check on Pete's first day.



DICK: *Personal Appearance.* Pete's personal appearance and personal hygiene were satisfactory. He met the requirements of the chart: Hair well groomed, teeth brushed, clean shaven, clean collar and no body odor.



DICK: Pete kept his uniform clean and well pressed. He was conscientious about his hands and nails. He wore sensible shoes and kept them shined. And because everything about Pete goes just as well for all the young ladies in the business today, let's take a look at a model dispenserette, too.

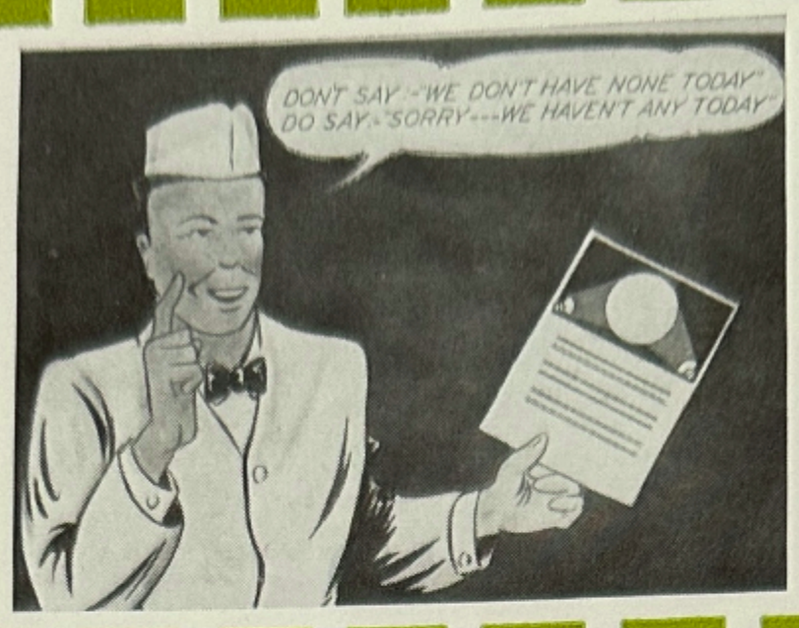


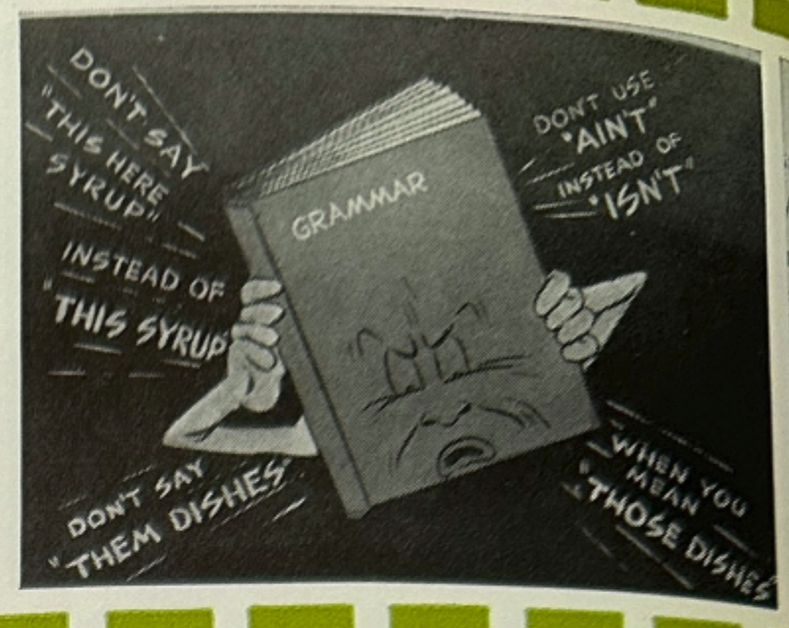
DICK: All the items on this list are important: bandette on neatly, pleasant smile, clean uniform, hair neatly combed, clean teeth, no body odor and clean arms.



DICK: Clean, soft hands, manicured nails, clean, well pressed apron, run free hose, seams straight, shoes well polished and sensible heels are all important in helping the dispenserette present an acceptable appearance.







DICK: *A friendly and pleasant manner:* Pete's manner wasn't consistent. He snapped or grumbled and acted indifferent too often. Remember how he answered the girl who asked for a marshmallow sundae?

PETE: Yes, miss?

MISS: Marshmallow nut sundae.

PETE: No marshmallow.

MISS: You had some yesterday.

PETE: Okay, we had some yesterday, but we don't have none today.

DICK: Avoid mistakes in grammar as well as in service. Don't say, "this here syrup" instead of "this syrup." Don't use "aint" in place of "isn't." Don't say, "them dishes" when you mean "those dishes."







DICK: And, oh yes, when Pete repeated the girl's order for a chocolate soda with chocolate Ice Cream, he said, "All black comin' up!" That doesn't sound very appetizing. He now says, "All way chocolate Ice Cream soda," or "double chocolate Ice Cream soda, thank you."

DICK: Learn to like people, then you'll enjoy your work more. Show people you like them, by a good smile and a pleasant voice and gracious, helpful service.

DICK: *Greet customers cheerfully*: It's especially important when unable to take a customer's order immediately to greet him, smile pleasantly, present a menu, and say—"I'll take your order soon. Thanks for waiting"—then get back to that customer as soon as possible.







DICK: *Three essential service acts*: There are three essential service acts for every dispenser with every customer. *First*, make certain soda fountain or table top is spotlessly clean.

DICK: *Second*: Greet the customer, serve a glass of water and the menu as soon as the customer is seated. It will show him that you are attentive to his needs and is an essential part of good service.

DICK: *And third*: If there is no napkin-holder close to the customer, serve a paper napkin as regular routine.







Those three services cost little in time, effort and material, but they do a lot to make customers.

DICK: People will walk extra blocks, go past other soda fountains to reach their favorite one. Little niceties of service make your soda fountain and the whole store popular and attract new customers who come again and bring their friends.

DICK: *Repeat the order.* This not only gives the customer the feeling of getting extra service but also helps you avoid mistakes that waste time and may cause spoilage. Here's the way Pete does it today.

CUSTOMER: I'll have tuna on toast and a vanilla malted milk.

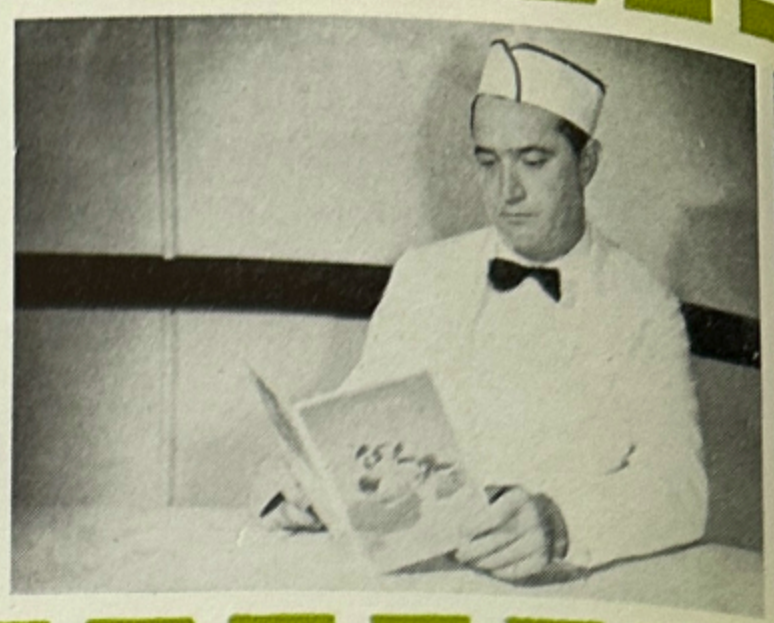
PETE: (pleasantly): Yes, ma'am—tuna on toast and a vanilla malted. Thank you, and do you want white or whole wheat toast?



DICK: The basic service points are essential in getting off to a good start with every customer. They're so important that I'll reemphasize them by reviewing them one at a time.



DICK: Take a look at yourself. What you see in that mirror, your customers will see. Make certain that your uniform, hair, nails, shoes, etc., are as you would like them to be if *you* were the customer.



DICK: Study the menu—know exactly what's being offered—specials, prices, etc. Make ready for suggestive selling by knowing thoroughly everything that's for sale.



DICK: Be on the job—"rarin to go"—alert, clean, attentive, courteous. Take an interest in your work and you'll find your work more interesting to you.



DICK: Give napkin, glass of water and menu promptly to the customer. Listen attentively to the order, and then *repeat* the order.



DICK: Serve at the customer's left. Be speedy, quiet, accurate, pleasant. Be smooth and rhythmical in your motions and gestures. Avoid clumsiness or awkwardness.



DICK: Refill water glass. Be alert for the opportunity to make suggestions, which might lead to further sales.



DICK: Present the check face down and say, "Thank you" with a smile—"come again." Don't forget to remove the soiled dishes promptly and make ready for the next customer.



DICK: *Pleasantly courteous.* Pete wasn't pleasantly courteous but neither was he too familiar with the customers. The young man in the next picture is not an asset to any soda fountain.



SODA DISPENSER: Well, if it isn't my favorite pin-up girl! What can I do to make you happy? Just name it baby, and it's all yours.

GIRL: Why you—you—you big idiot! All I want from you is a little service.



DICK: That kind of familiar stuff is bad, even when the person so addressed doesn't object. It offends listeners, too. Be pleasant, be sociable if it seems in order, but *don't* be familiar. And, by the way, don't let customers be familiar with *you*, especially if you are a *dispenserette*.



DICK: *Serve carefully*. Properly made, the order should just fill the dish. If, by accident, you do spill anything use a *clean cloth* to wipe it up. Never use a soiled cloth to wipe a glass on which syrup has run over.



DICK: *Give the check promptly.* It is most annoying to have to wait for a check and takes away from the pleasant impression the customer may have received. This is what I mean—

MAN: Check, please.

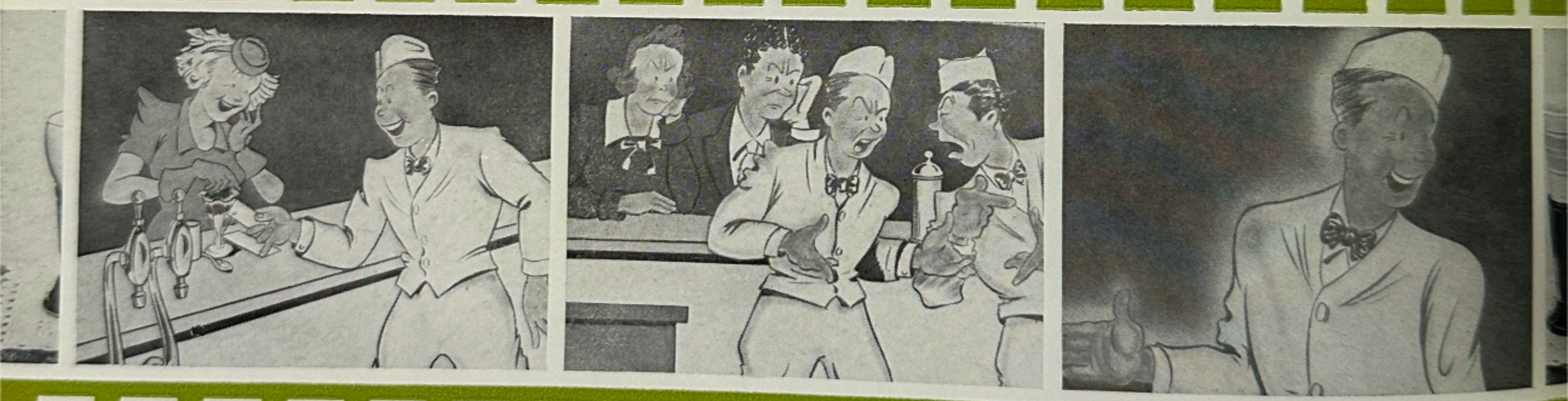
DICK: That's the second time he has asked.

MAN: Hey, can I have a check?

DICK: Now, he's *really* hot under the collar.

CUSTOMER (in a fury): Hey—you! I've been trying to get a check for five minutes. What the devil kind of . . .

DICK: There's the explosion. He'll go away mad and if he can possibly avoid this soda fountain in the future, *he will!*



DICK: Give 'em their checks promptly or, if you use a fountain register, take their money and give 'em their change just as promptly. And be sure to say "thank you" when you give them their check or their change. That's common courtesy and good business.

DICK: *Chatting or arguing with co-workers.* Chatting or arguing with other workers behind the soda fountain is not only bad manners, but bad business. It slows down service and creates a poor impression of the efficiency of the fountain.

DICK: *Avoid showing favoritism.* Good dispensers don't cultivate favorite customers to the detriment of others. It's good to be friendly but in such a way that other customers don't feel slighted. Remember customers' likes and dislikes.



DICK: *Whistling, humming or mumbling.* Whistling, humming, mumbling or chewing gum are undesirable habits in a dispenser, for they indicate lack of respect both for the customer and the job.



DICK: *Don't show irritation.* It's bad business for the dispenser to let customers know when he is irritated or impatient with them. Customers, even when at fault, are still *customers*, and deserve friendliness and patience.



DICK: When they are definitely unreasonable and bad-tempered, then they really test your ability as a smooth capable dispenser. Anybody can handle the easy ones—it's the tough ones that take expert treatment.



DICK: *Avoid arguments.* Don't argue Arguments *anytime* are apt to be foolish, but arguments with customers are unforgiveable. Even if you win the argument, you lose the customer.



DICK: Learn how to size up your customers and you'll be surprised how easy it is to offer suggestions that increase sales. Just a few words at the right moment can mean the difference between a small sales check and a larger one.



DICK: *Handle complaints properly.* Here's an important point about handling complaints. If well handled, the complaining customer can usually be made into a booster or at least his complaint taken care of to his satisfaction, as you will see in the next picture.



1ST MAN: I didn't like the corn beef so I yelled about it. They were so darn nice about giving me something else that I decided right then and there that they'd have me for a regular customer.
2ND MAN: Gosh—it's funny how few soda fountains realize what a "better business" policy it is to lean over backwards in handling customer complaints.



DICK: The same general principle applies to handling a request for an out-of-stock item. Don't just say, "Got no marshmallow . . ." Say instead, "I'm sorry, but we're out of marshmallow just now. May I suggest butterscotch, instead? It's really swell!"



DICK: Always *suggest* something else to take the place of the missing item. If you don't, the customer may decide to try some place else and you'll be out of a sale. But when you make your suggestion make it courteously and try to be genuinely helpful.



DICK: When customers order a sandwich at lunch time, always suggest an Ice Cream mixed drink, an Ice Cream soda or a sundae with it, and point out as Pete does . . .

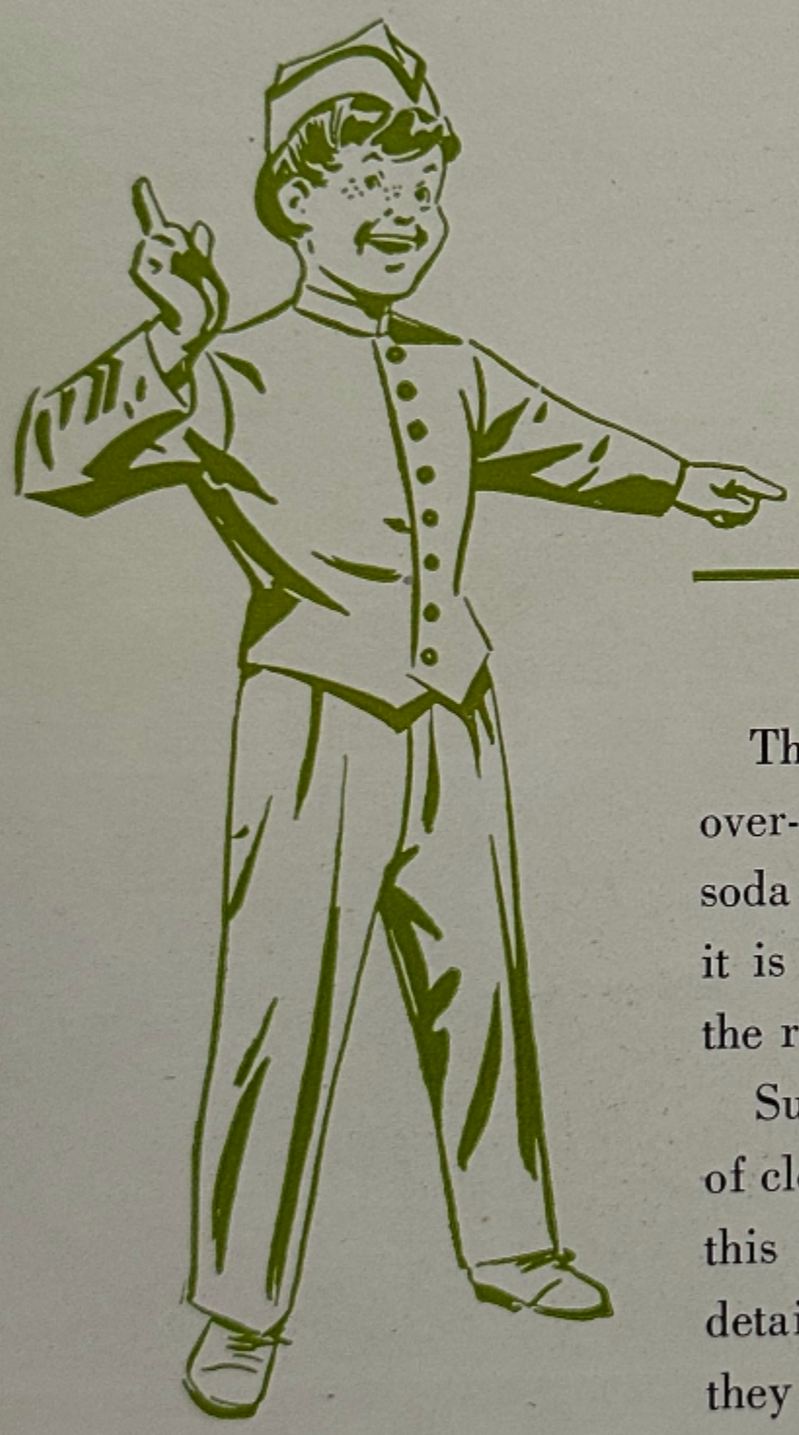
PETE: Yes, ma'am, a sundae. That's fine! I'm sure you will enjoy it.



DICK: *Handle children diplomatically.* It's important to develop the ability to do a diplomatic job with the small fry. They are your future market, but their likes and dislikes are being developed *today*. Win their friendship now, and they'll keep coming to you.



DICK: When you're a soda dispenser you're *always* in the spotlight. Watch those 16 points and they'll help you give a topnotch performance. The dispenser can be proud to be in the "Spotlite"—and his store can be proud of him.



CLEANLINESS AND SANITATION

The title of this section explains the subject—"You can't over-estimate the customer value of cleanliness". Unless a soda fountain is maintained in a clean sanitary fashion, it is apt to find itself without customers—certainly without the repeat business which builds profit for any store.

Suggested routines and procedures in the overall program of cleanliness are all that can be given in the allotted space—this is really a *pattern* for cleaning procedures rather than detailed instructions. As you read and use the instructions they can be made to fit conditions and equipment in your store—so that your own cleanliness routine can be complete and effective.

Cleanliness and sanitation maintained and publicized add power to your entire selling program.

To make the most of merchandising possibilities: SELL SANITATION, TOO!

Be clean—keep clean—serve clean—and let the public know it.







DICK: Yes, cleanliness can make or break a soda fountain—large or small, and cleanliness depends on the soda dispenser's constant attention to the details of sanitation.

PETE: Well, boss, you mean that when it comes to cleanliness I'm really responsible for this fountain's popularity?

DICK: That's the idea, Pete, and I must say you and Alice are doing a mighty fine job.

ALICE: What's that—did I hear somebody talking about me?

PETE: Yeah—you sure did! The boss was just saying that what we do to keep this fountain spic and span has plenty to do with bringing customers in and bringing 'em back!

ALICE: You're not kidding, are you, Mr. Walsh?

DICK: No, Alice . . . On the contrary, I'm mighty serious.







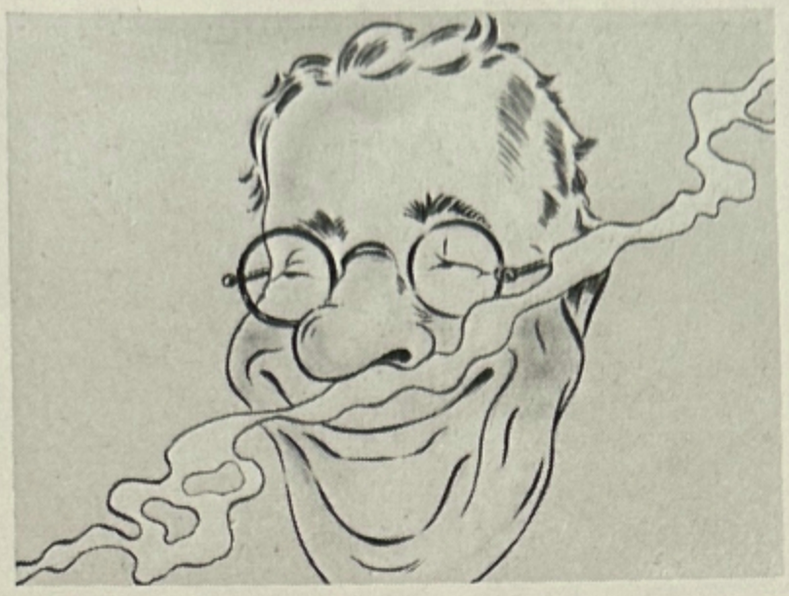
ALICE (defensively): Well, of course I know that people like clean places, but it seems to me the *real* reason they come here is because they like the way the Ice Cream and other things taste. Pete and I really don't have much to do with that. I mean we don't do the buying.

DICK: There is a four-lane highway that leads to the sense of taste: Sight—Smell—Touch—Hearing. Please them all and customers get the kind of taste enjoyment that brings 'em back for more.

DICK: Pleasing our customers' sense of *sight* should be our *first* concern. Remember, eyes are the headlights of taste. The Ice Cream department, unlike many other businesses, is always in the "Spotlite." Everything you do is watched by your customers—and they can be mighty critical.



DICK: What a customer *sees* has a direct bearing on how much she enjoys her food. Never be guilty of such things as washing dishes in water that has bits of bread, fruit or straws floating in it, or pouring soap powder out of old, greasy, battered containers.



DICK: The second lane in the highway that leads to the sense of taste, is the sense of *smell*. That's pleased by clean. fresh odors and proper ventilation—by keeping food in good condition—by avoiding spoilage or souring of syrups and food.



DICK: Stale cooking odors, sour smelling cloths and unwashed milk bottles offend the sense of smell—and a neglected refuse chute and container send out a signal that drives customers away —but fast!



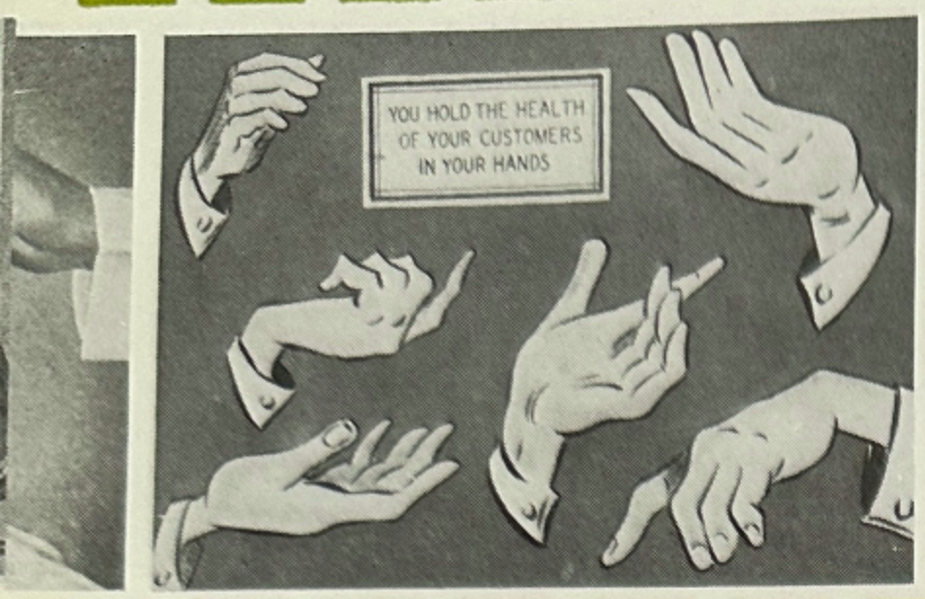
DICK: *Hearing* is pleased by an absence of disturbing noises, especially such irritations as shouting orders, foot or pencil tapping, humming, whistling, etc. *Please* hearing with well pitched voices, by picking up serviceware and putting it down quietly.



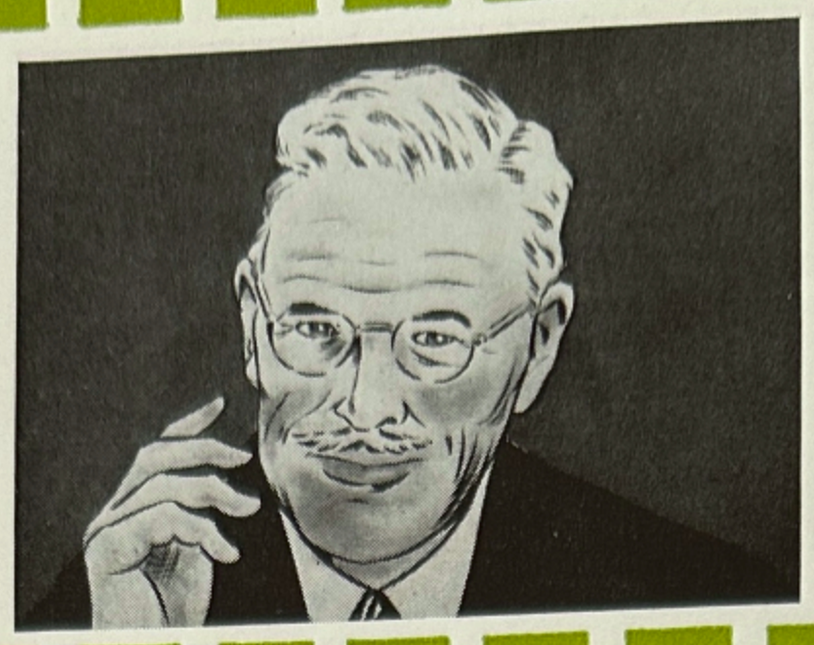
DICK: *Touch* is pleased by dry menus, dishes and silver that are free from grease—but displeased by sticky counter tops, greasy dishes or a sundae topping dripping over the side of the dish!



DICK: Don't be surprised if a customer who gets such a sundae doesn't come back. Touch telegraphs the taste message, and a message such as—"I don't know what it is, but *some*thing's wrong with this sundae!"—is the kind the customer receives when the sense of touch has been offended.



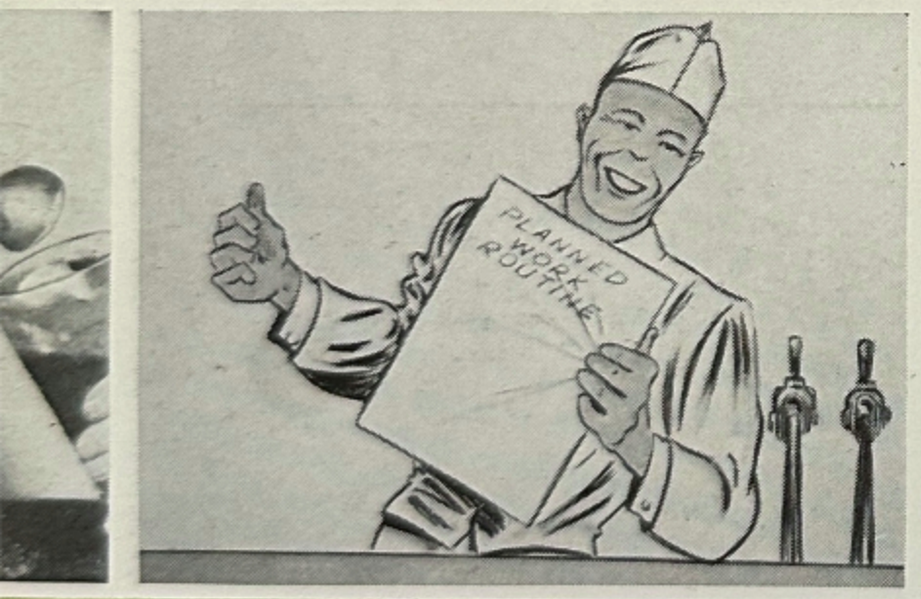
DICK: In addition to satisfying the senses, there is a still greater reason for cleanliness. It's just this: As preparers and handlers of food, soda dispensers hold the *health* of their customers in their hands . . .



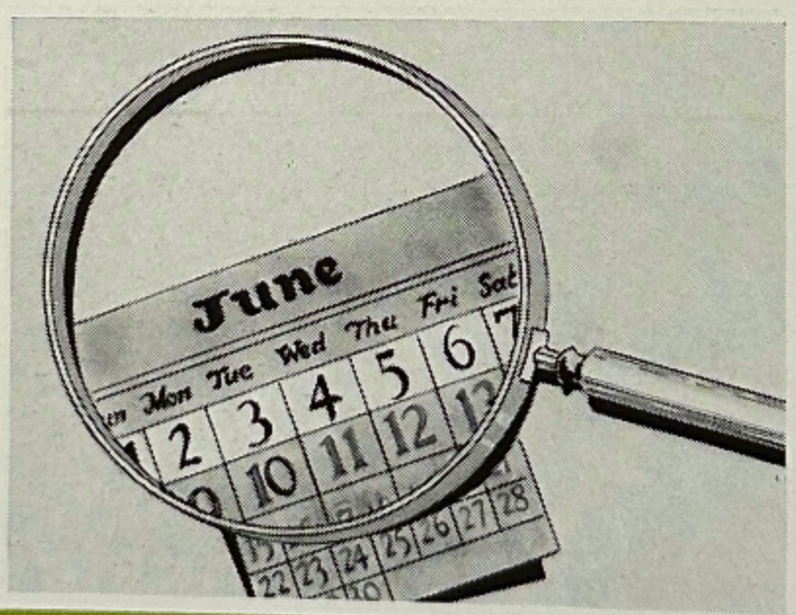
DICK: The U. S. Public Health Service says: "Food Poisoning or ptomaine poisoning as we incorrectly call it, is rarely caused by eating food which has been poisoned. Most cases of food poisoning are really food *infections* caused by germs. Someone handling the food or working in the kitchen manages to transfer the disease germs to the food.



"Other well-known diseases, like typhoid fever, are transferred the same way. Rats, mice, flies, and roaches carry germs . . . these pests eat the same foods that we do. When they feed, they pass their germs on to us. So it's up to us to get rid of them."



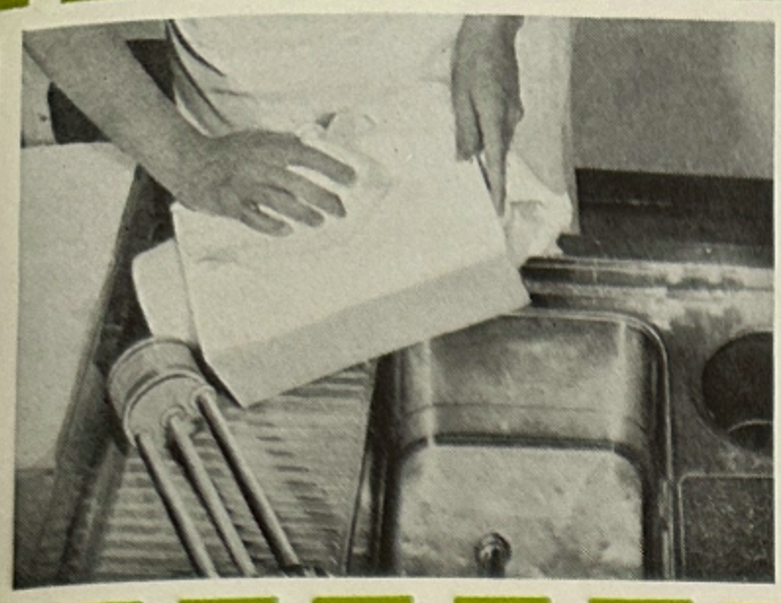
DICK: A planned work routine is the best and most effective way to keep the soda fountain clean and sanitary. Schedule duties for every day and then follow the schedule so that you keep a healthful attractive place, which draws customers like a magnet.



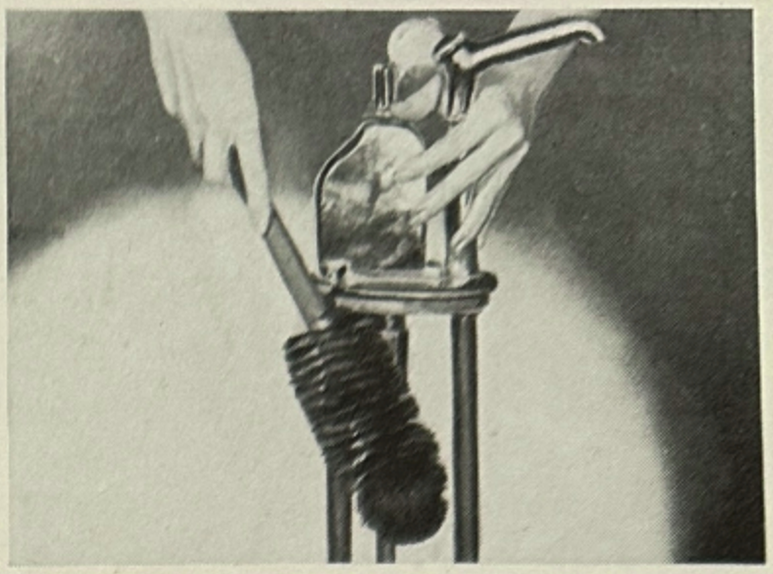
DICK: Divide what has to be done every week into six parts, have a set day for doing each task, and fit these tasks into opening, all-day and closing routines. Those three routines are as definitely a part of the dispensers job as putting on his uniform!



DICK: Here is an example of a closing routine—things to be done before the soda fountain is closed for the night. Having this work systematized not only speeds it up, but also reduces the possibility of overlooking any necessary task.





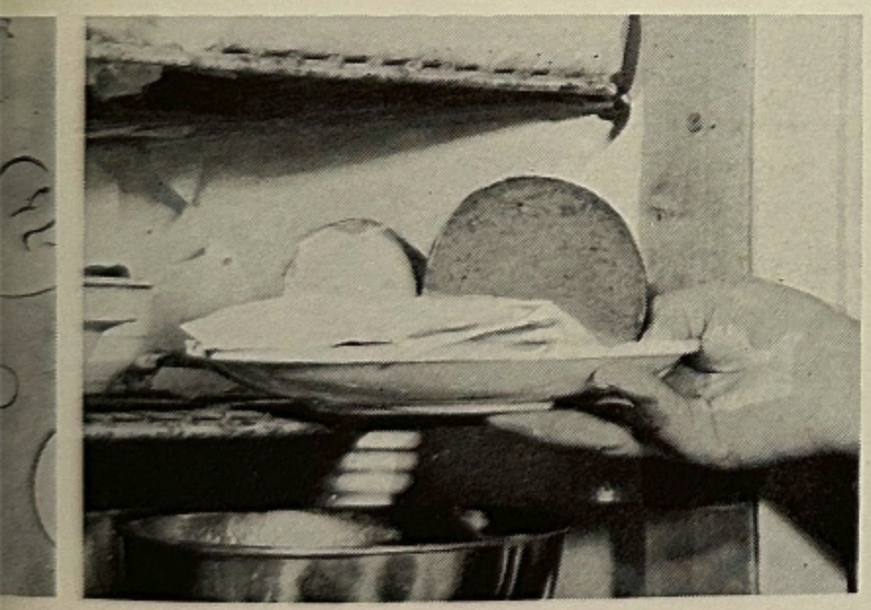


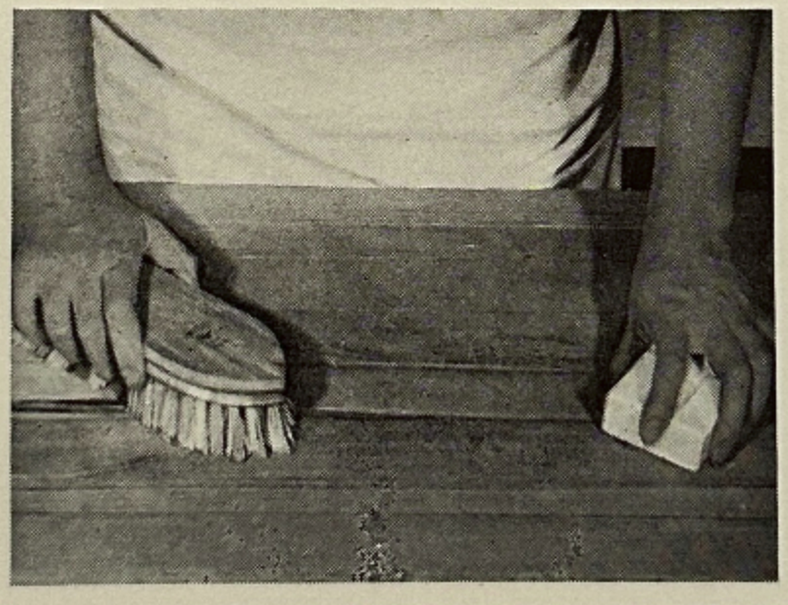


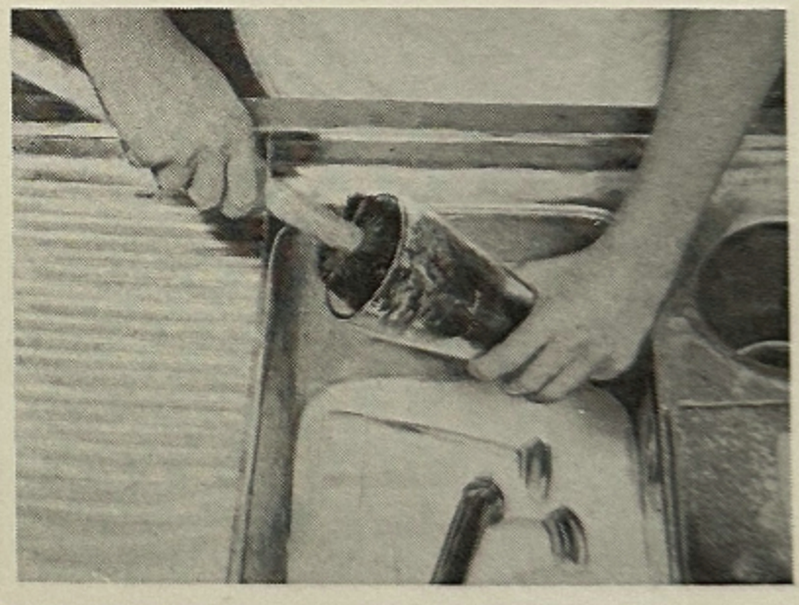
DICK: First . . . check the syrup jars. Drain any that need refilling . . . clean them thoroughly with hot soapy water . . . rinse well with cold water . . . and dry them before refilling.

Flush out the syrup pump by forcing clean, hot water through it. Then cool the pump by flushing with cold water, and finally invert the pump to drain the water out of the discharge tube and spout.

If your fountain has a milk pump, rinse this first in cold water and then wash it as you did the syrup pump.





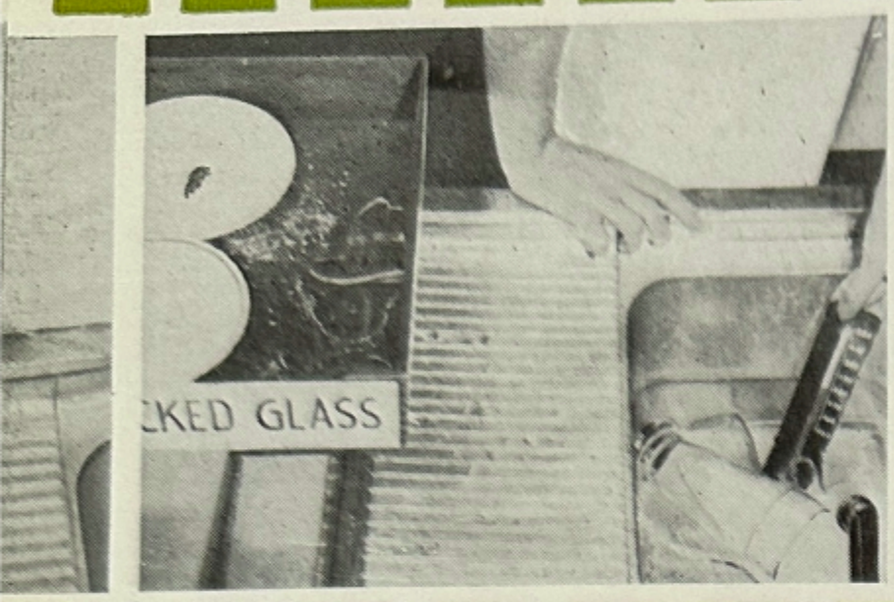


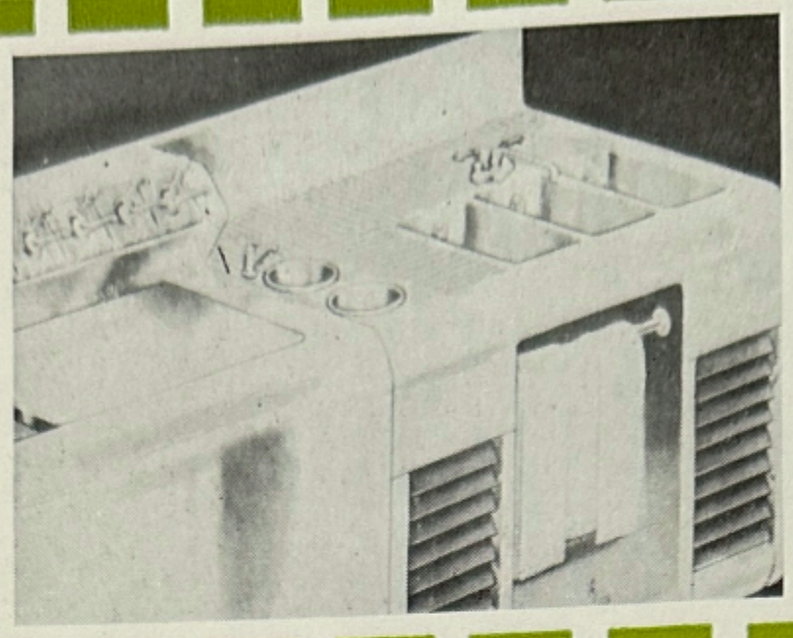


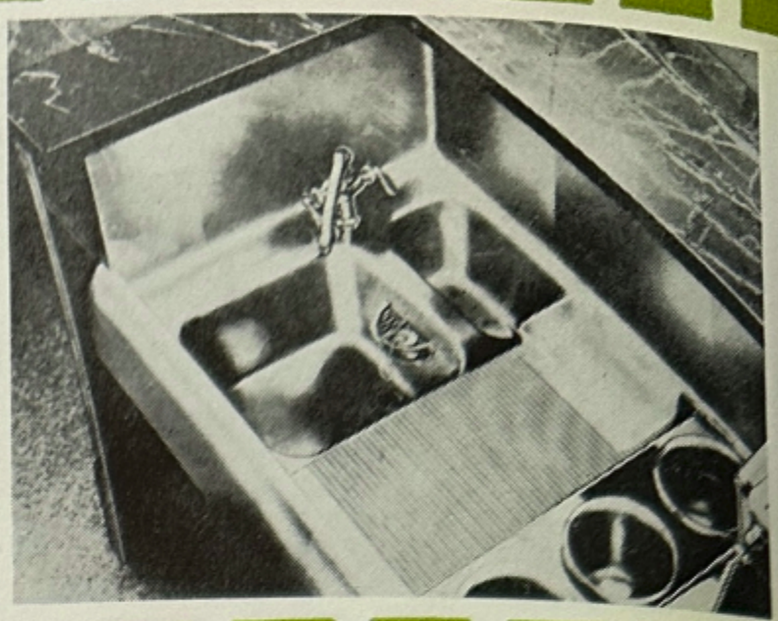
Put away all food requiring refrigeration in storage refrigerator. Put other food in a safe, clean, dry storage space.

Clean salad cabinet, sandwich board, grill, toaster and other equipment. Cracks and crevices get filled with crumbs and grease unless cleaned out and washed thoroughly. And now for dishwashing . . .

Dishwashing's a job that should have your best efforts. The film built up on dishes or glassware is made of minute layers of grease, lime deposit and other foreign materials, such as lipstick. Not only is that film unsightly, but it provides an ideal breeding place for germs.





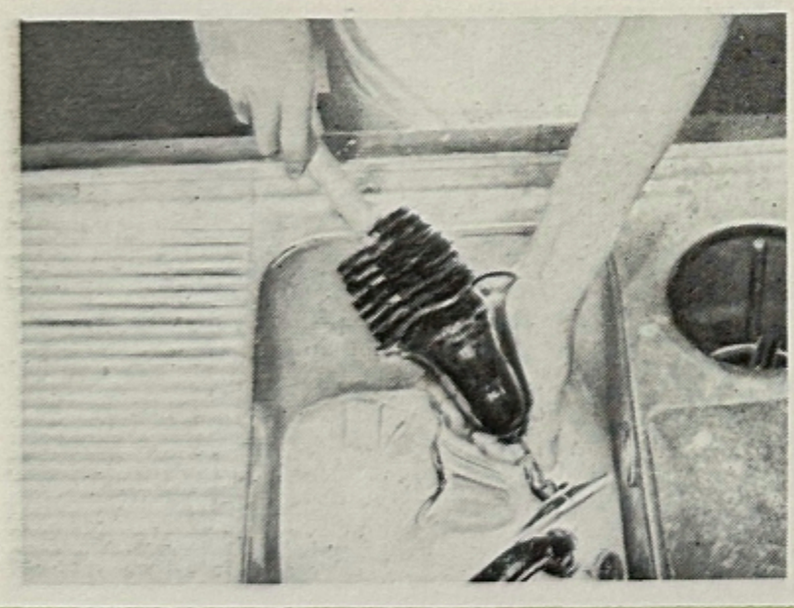


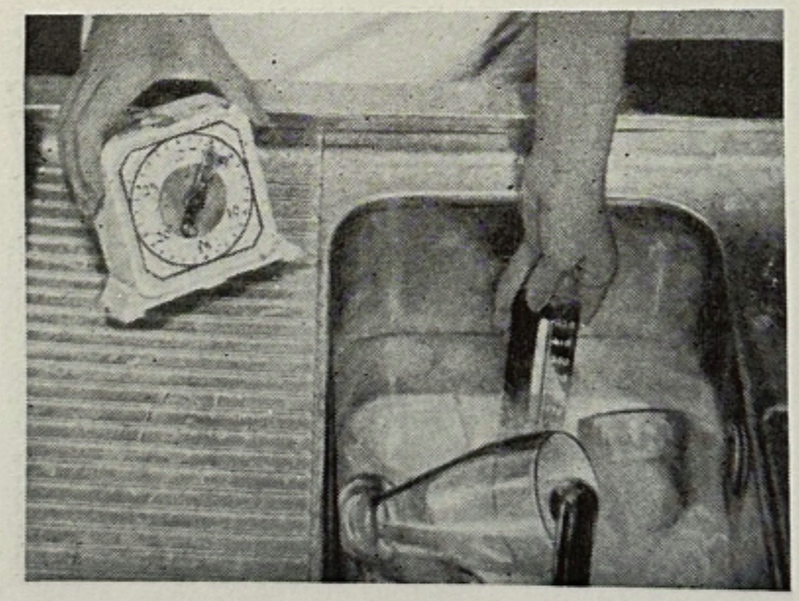
So silverware and dishes should always be pre-rinsed, washed in hot soapy water, immersed in boiling water for one-half minute, or in clean hot water at 180 degrees Fahrenheit for two minutes and dried thoroughly. Any cracked or chipped glassware and dishes should be discarded.

Here at this fountain we have the double sink arrangement, which is much more satisfactory than the older type single sink. Of course, the ideal arrangement is the three-compartment sink—in which the soapy water is in one sink, hot rinse in the second, and chlorine or disinfectant solution in the third.

Since we have only two compartments we keep a pan on the drainboard filled with chlorine solution. This keeps dishes moving and the dishwashing sink never becomes the bottleneck of the fountain. Alice, suppose you "take over" while you send those glasses through.









ALICE: All right. First pre-rinse glasses thoroughly, then wash them in hot water with washing powder or trisodium phosphate. A stiff brush helps a lot to get them clean.

Next, rinse them in clean, hot water. Our local health department requires that our rinsing solution contain a chlorine compound for sterilization. So next I put the glasses in the solution and leave them there for at least two minutes—as the health department regulations specify. Then I put them on the clean drain board to dry.

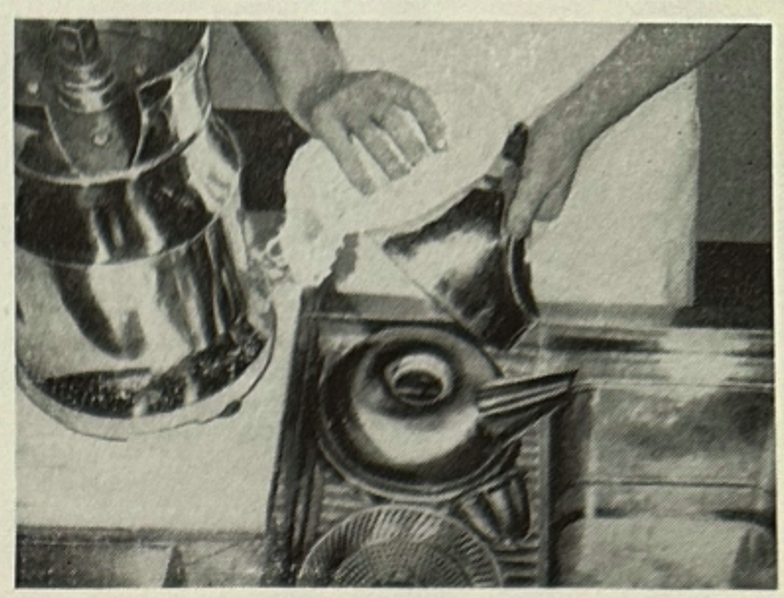
DICK: And *those* glasses when dry will be clean and sparkling . . . completely free from grease, lipstick or other deposits. Now next on the cleaning routine . . .



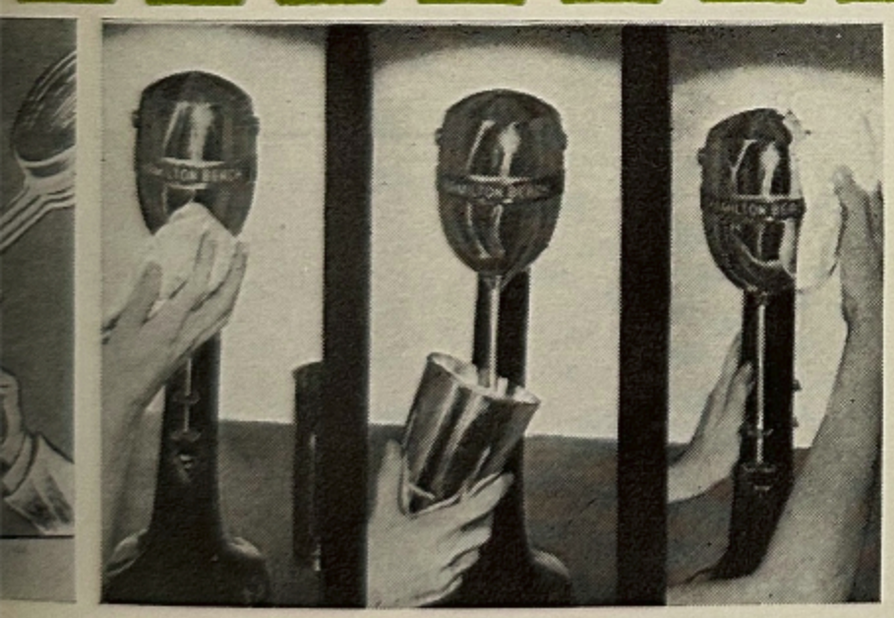
Clean and sterilize the refuse chute and container. It's important—in a busy place like ours—that this job be done frequently. And by the way, the refuse container should always be located where it is not in view of the customers. Don't spoil sales by killing appetites.



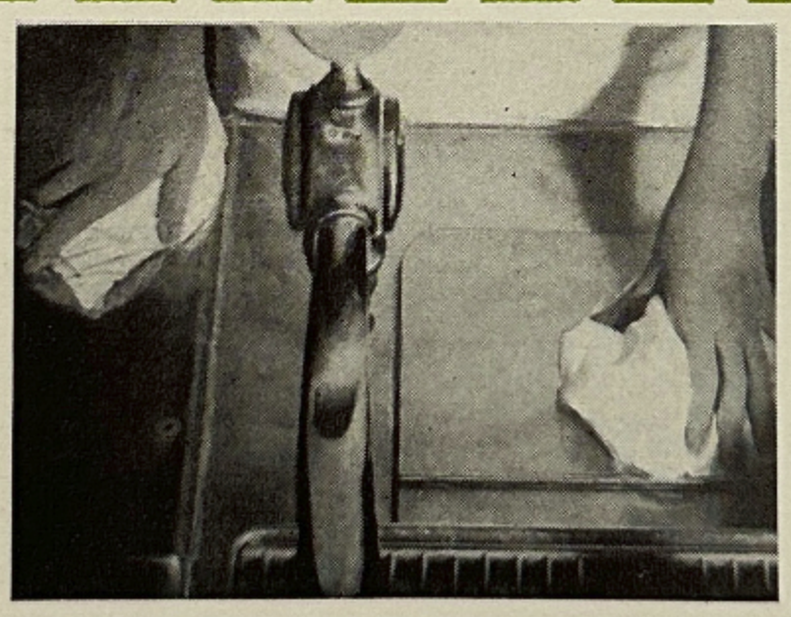
Clean and dry counter and backbar slabs so they are ready for service.



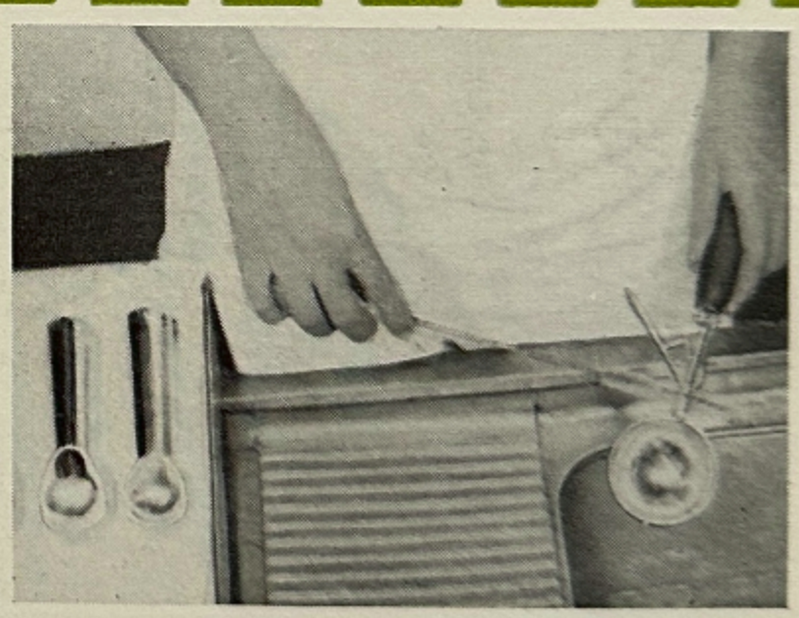
Take apart juice extractor. Wash with mild soapy water, rinse and dry. Do not use a strong soap or chlorine solution.



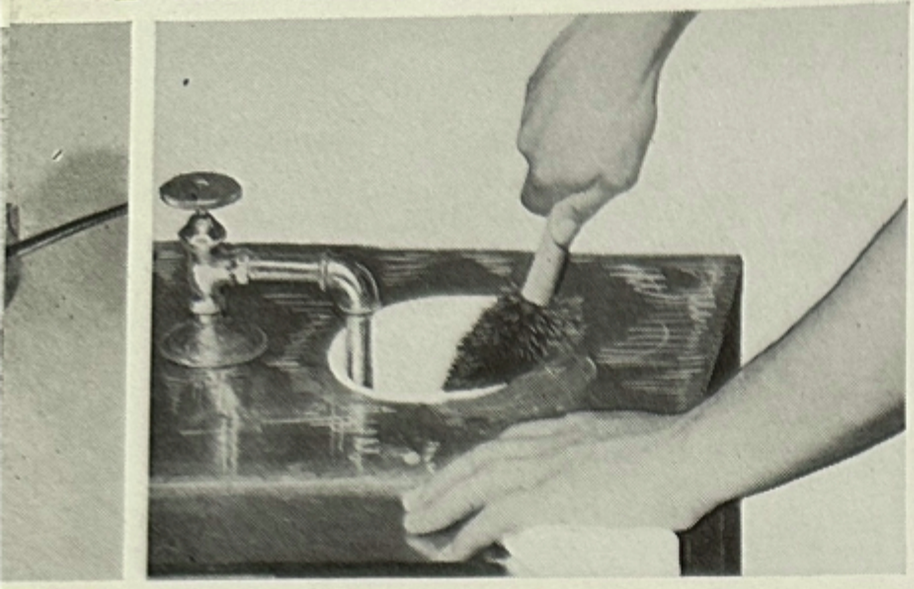
Next, clean the drink mixer with a damp cloth . . . and clean the agitator of the mixer by running it for a minute or two in a cup half filled with hot water. Polish the mixer with a dry cloth.



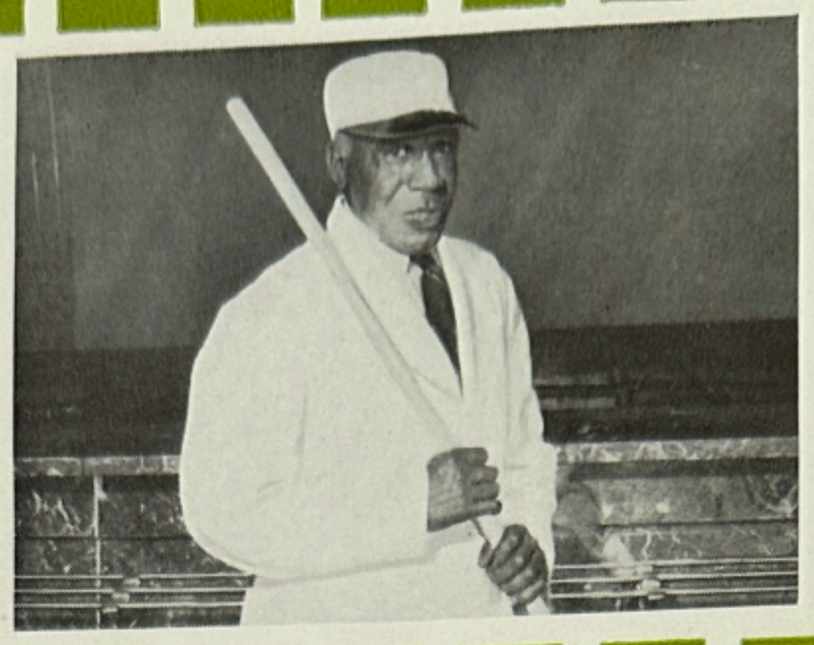
Empty all coffee containers, clean thoroughly and leave them set up for morning service. Wipe pump, draft arms and metal surfaces with a soft cloth which has been moistened with carbonated water. Squeeze cloth almost dry and finish polishing.



Clean all Ice Cream dippers with warm, soapy water, giving special attention to the area around the springs. Then rinse them in hot water, place on a clean surface and cover with a clean cloth.



Empty and clean dipper-well thoroughly with warm, soapy water and rinse with clear water. This applies even to running water dipper-wells.



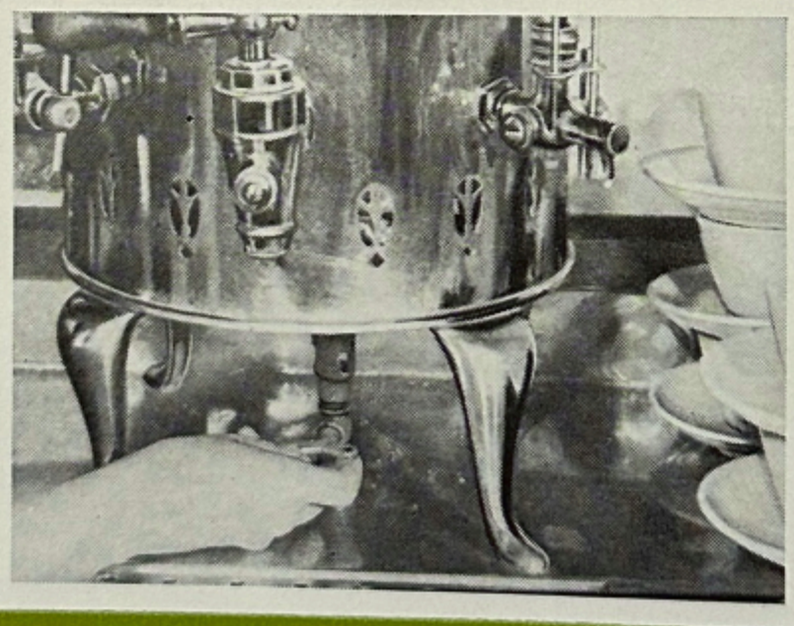
Another clean-up job you should be sure is done each night, or before opening, is one for which the porter is responsible.———Sam, suppose you tell us what your fountain duties are. . . .



SAM: I'm supposed to clean the floors and the floor racks, and keep empty milk bottles and such picked up.

DICK: That's right, Sam. And the cleaning of those little out-of-the-way places—under work boards, under the fountain, in the corners—is mighty important. They're frequently a source of objectionable odors when not properly cleaned.







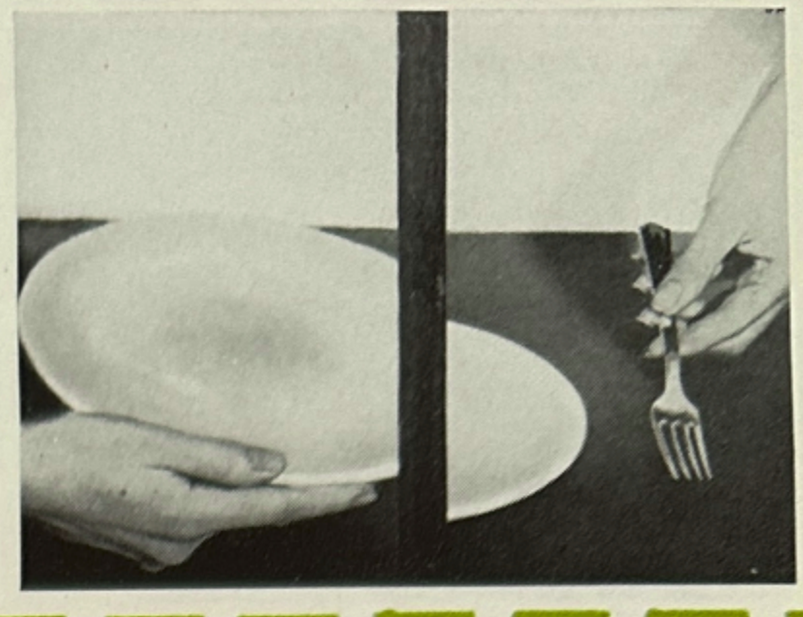
Slippery floors are a common accident hazard both for store personnel and customers. See that spilled liquids or foods are wiped up promptly and thoroughly.

Finally, before closing, be sure all gas and electric connections, such as the fudge warmer, grill and coffee urn, are turned off. And be sure that no water faucets are dripping. Dripping wastes water and sends up water bills.

These are high spots of the closing routine. To help keep your soda fountain or Ice Cream department clean through the day—start clean. Women especially are critical—and don't hesitate to say so.





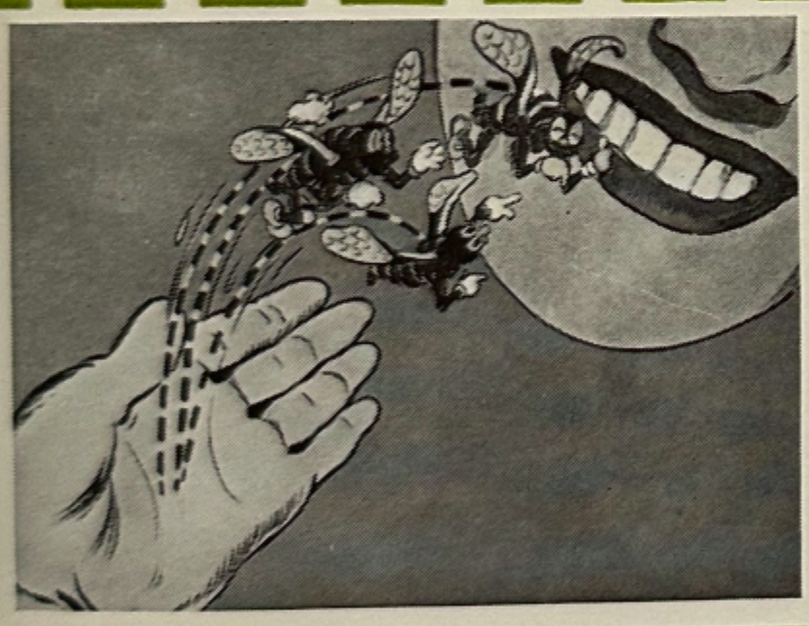


1st WOMAN: Let's stop here for some Ice Cream before we go home. Want to?

2nd WOMAN: Sure— but not in *that* place. I was in there the other day, and the dirty water they put their Ice Cream dippers in almost made me sick. Let's go to the fountain across the street. They keep everything *so* nice and clean, everything tastes better.

DICK: Yes, there is important "customer value" to cleanliness and sanitation. And the smart dispenser doesn't miss any opportunities to get across to customers the fact that his soda fountain *is* clean and sanitary. For instance . . .

Always be careful to pick up spoons, knives, forks and cups by the handles; dishes by the rims; and glasses by the stem or base. No matter how clean your hands are, it doesn't necessarily follow that customers will know it. When dispensing— it's *hands off* the things that touch customers' mouths.





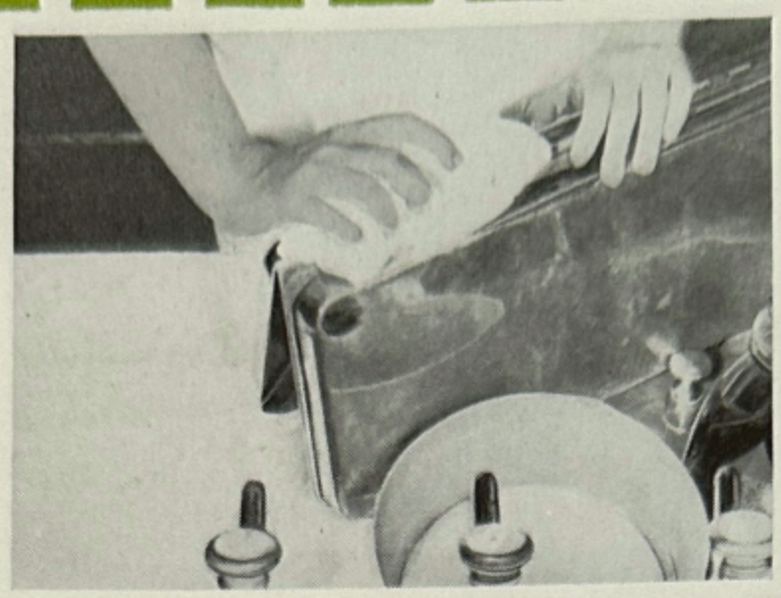


"Germs lead a hand-to-mouth existence" —perhaps from your hand to your customer's mouth. To avoid this wash your hands often! Wash them after using your handkerchief . . . after each lavatory visit . . . after smoking . . . after covering that sneeze or cough. Wash hands before handling food or tableware.

But above everything else remember— wash your hands thoroughly and dry them on a clean towel *before* you touch food or anything that comes in contact with food. Just good old soap and water—used often and plenty of it —will safeguard your customers against contamination from your hands. What you serve is only as clean as the hands that serve it.

Now, with the assistance of Alice and Pete, I'll cover the high spots of the "before opening" routine and the "during the day" routine.



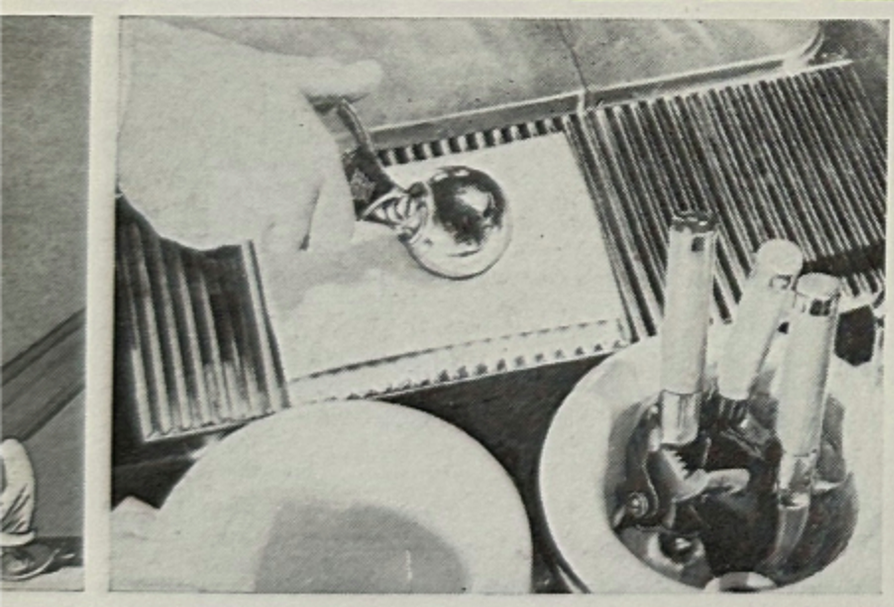


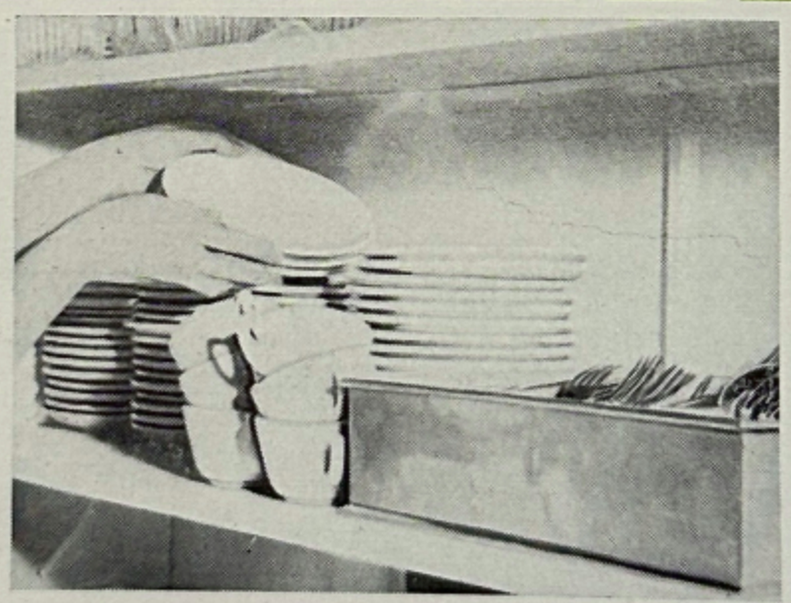


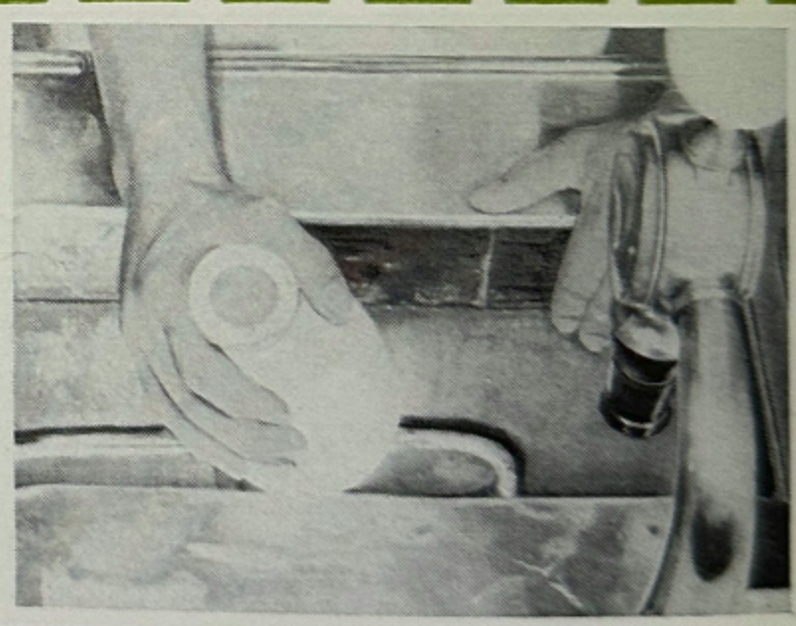
If you are all set before the soda fountain opens, your work goes more easily all day. Here are some "before opening" duties:

Dip a clean, soft cloth in warm water with a little vinegar in it. Go over Ice Cream cabinet lids, top and underside—especially joints and hinges. Cover the *Ice Cream* in the *well, to keep out cleaning water.*

Fill the cleaned dipper-well with clean, warm water and put in clean, spring-type dippers and spades ready for service. Change the water frequently through the day. Some type dippers are not usually kept in the water bath. When clean, they're placed on a clean surface or hung in a rack.



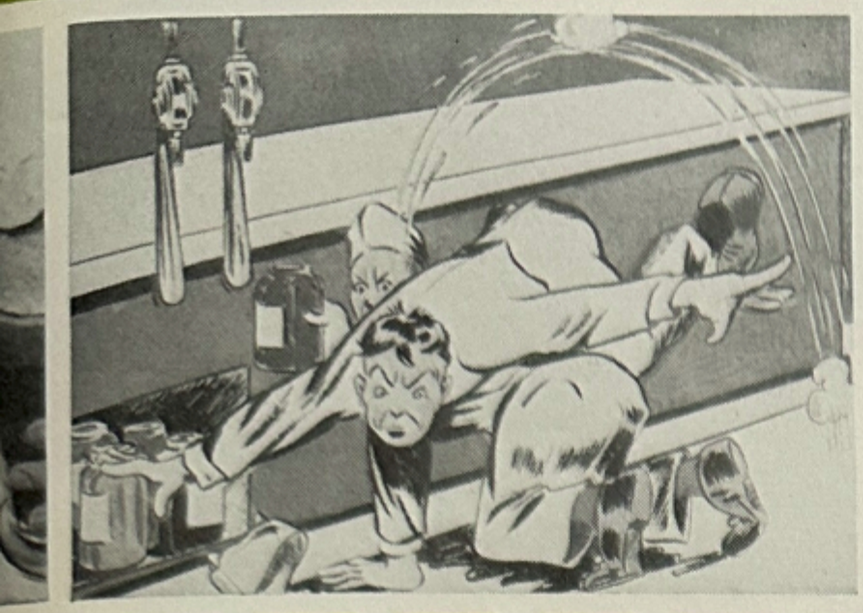




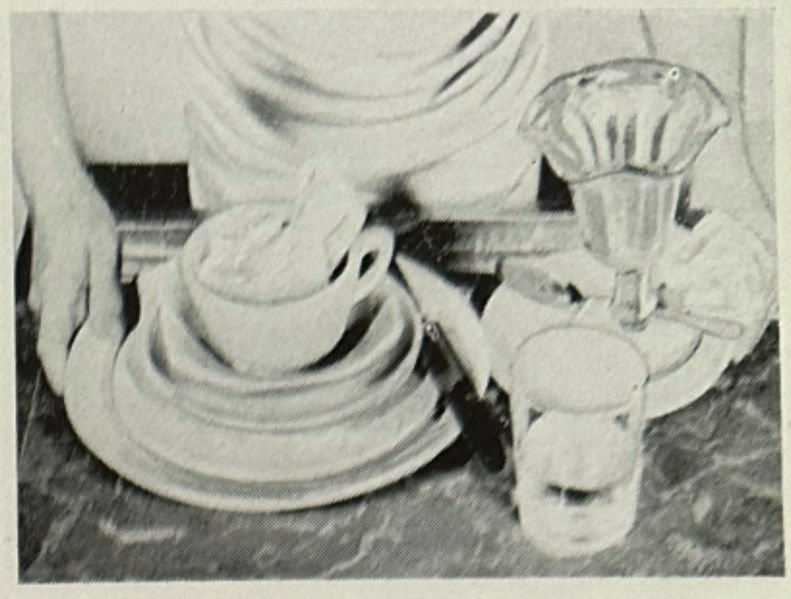
Place a sterilized dipper pad in position and be sure to use it. Tapping the Ice Cream dipper on the pad before you dip is important, because it removes water from the dipper which if left forms ice crystals in Ice Cream.

Glassware, dishes and silverware which were washed and rinsed the night before, should now be in their proper places—ready for service.

Clean the storage compartment with warm suds and rinse well. Then put in your supply of milk, surplus fruits, syrups in covered glass jars. All these details must be attended to if you are to be really ready for the day's business.



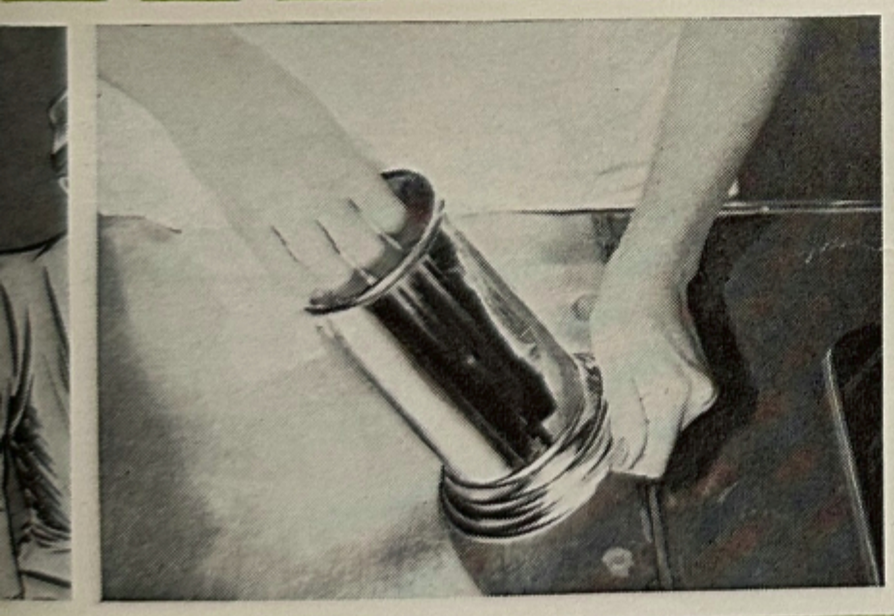


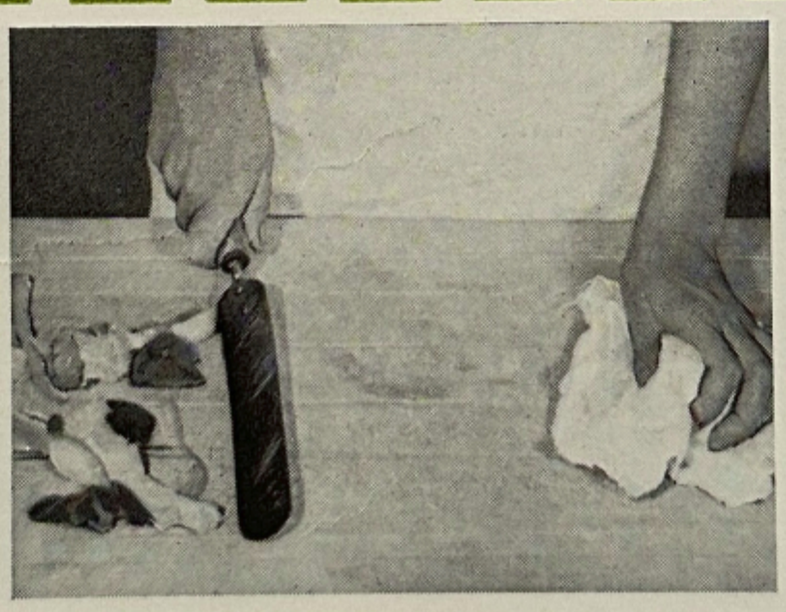


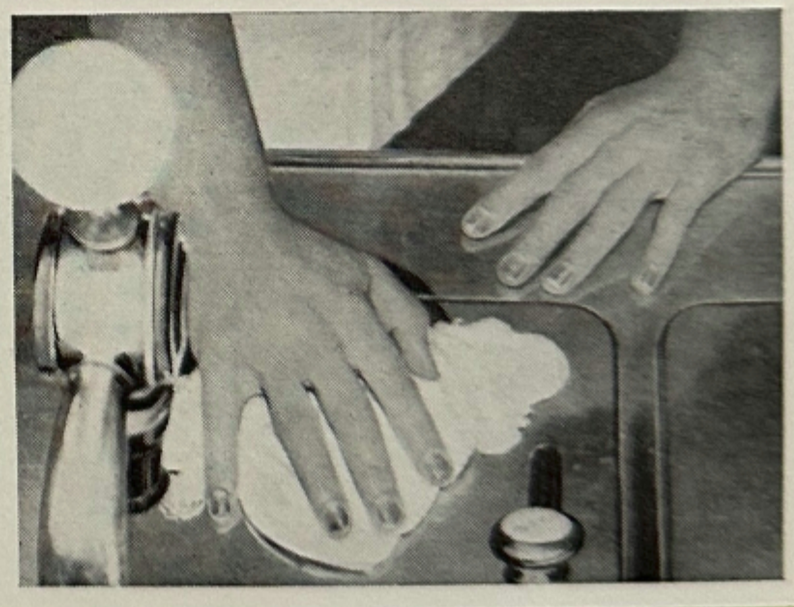
PETE: When you do those things *after* the morning rush is on, you sure can cause plenty of confusion . . . and that means bad service and dissatisfied customers.

DICK: Right you are, Pete. Now for the all-day routine. Look over your weekly list for special cleaning to be done that day and work in the tasks during the day when there are no customers around.

And no matter what day it is—remember to remove soiled dishes and wipe the counter with a clean, damp cloth immediately after each customer leaves.



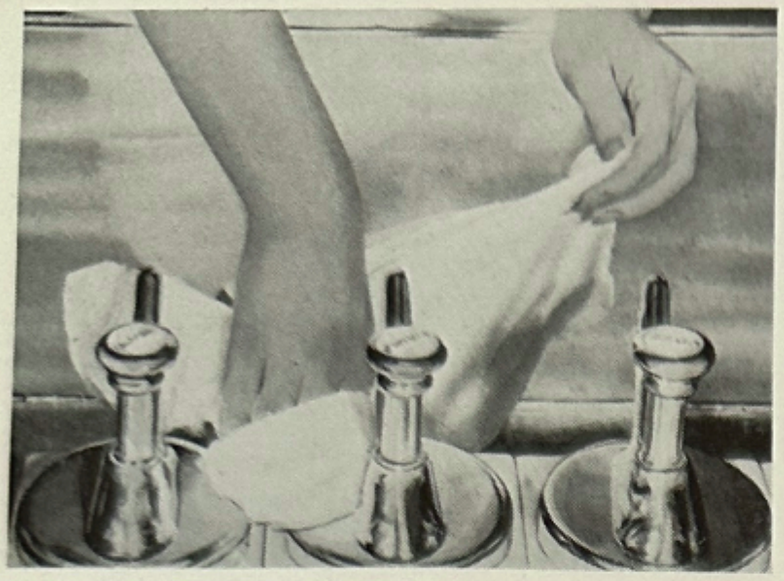




Wipe off straw holders, menu holders and napkin holders frequently. Don't let them get dull or sticky.

If you make up sandwich orders, see that the sandwich board is wiped frequently, the knife cleaned after each use.

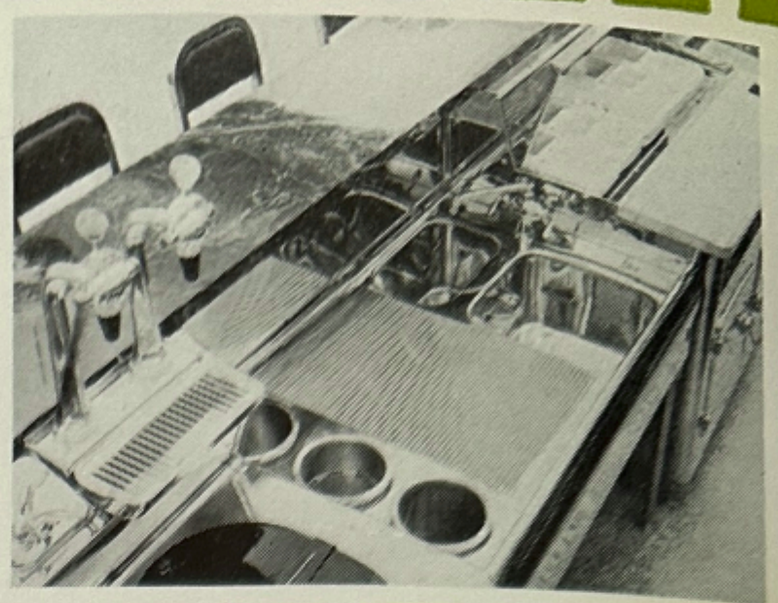
Keep Ice Cream cabinet lids closed when not dipping and the tops free of any melted Ice Cream.



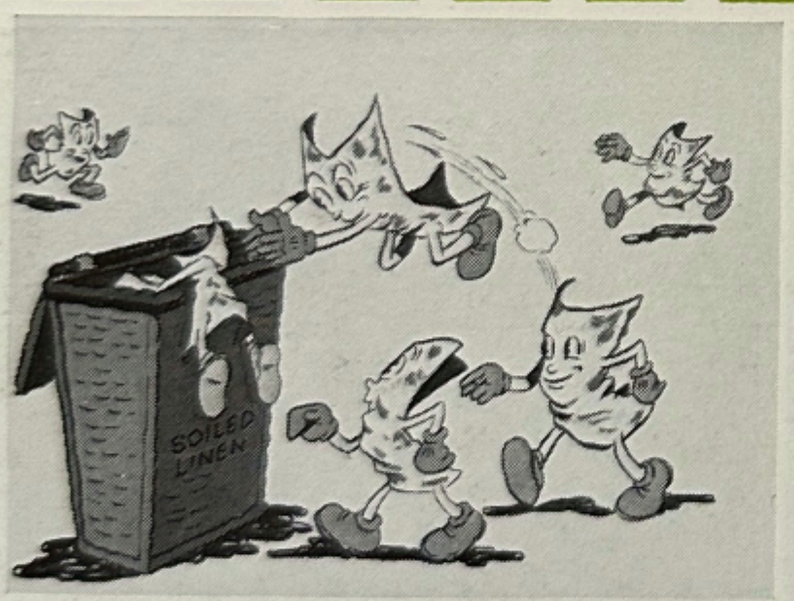
Keep tops of syrup jars free from spilled syrup. In short . . . take care of the little cleaning tasks as they come up.



Now here's a list of "spot cleanings" which will help keep the soda fountain sparkling in the public eye.



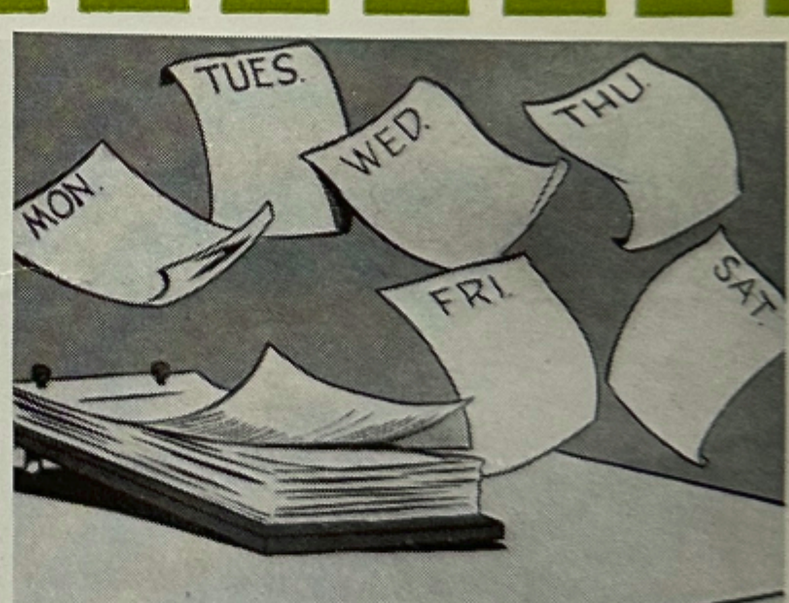
Tops of syrup jars . . . counter top . . . cabinet lids and hinges . . . dishwashing sinks . . . draft arms . . . drip pans . . . Ice Cream cabinet . . . cake covers, etc.



Keep your eyes open for any spilled liquid or food around the dipper well, coffee maker or drink mixers. Wipe it up promptly. Use only clean towels. Keep soiled laundry out of sight.



It is best to hold one person responsible for sanitation and cleanliness. Dispensers assigned to stations may have cleaning tasks which tie in with that station. The fountain girl, for example, would keep the soda fountain stocked and clean—working some weekly tasks into each day's schedule.



Let's see how we can fit weekly tasks into the *daily* routine, which might go something like this.

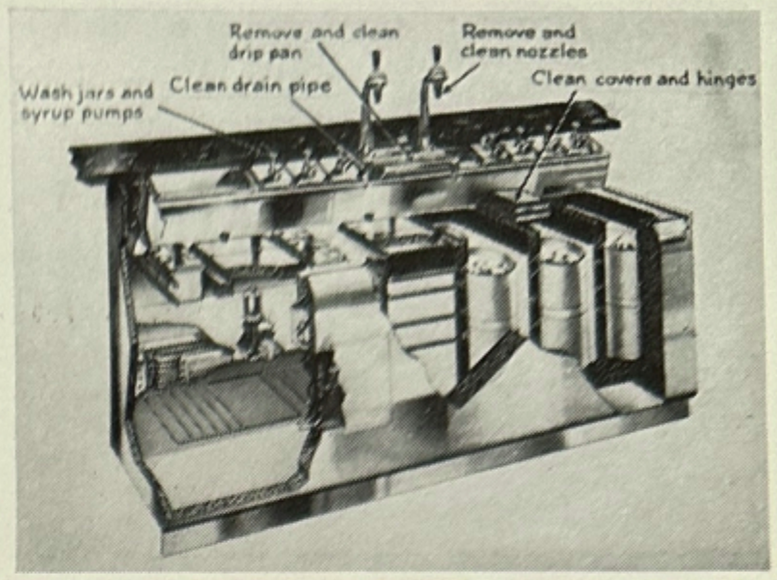




MONDAY—pull out all syrup and fruit jars, soap and rinse syrup rail and trough with lukewarm water. Then empty and clean syrup jars and pumps, and refill jars. Also . . .

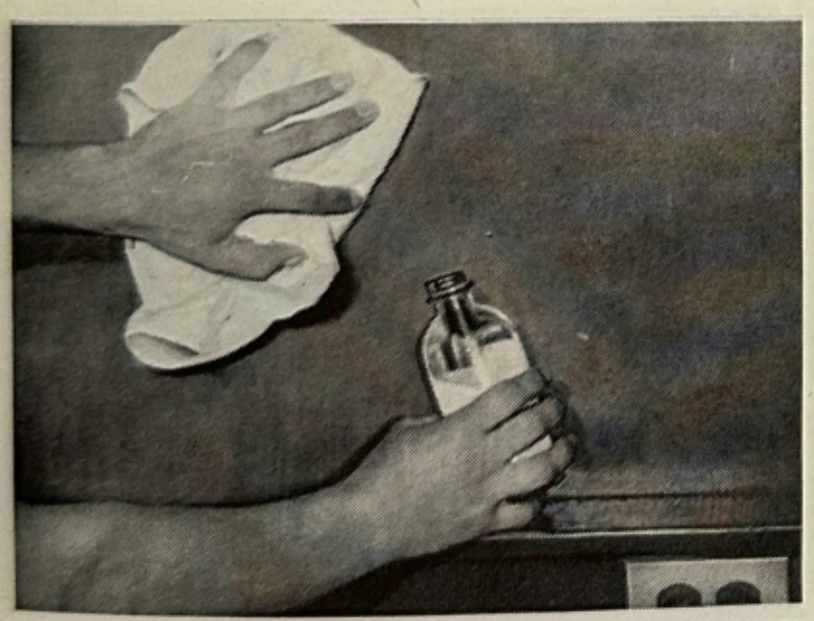


Unscrew nozzles of draft arms, wash and dry by pulling a clean cloth through them and polish the draft arms. Other spots for Monday attention should include:



Drip pans, pumps, cabinet tops, cabinet lids, drainboards, counter front, counter slabs, stools, tables and chairs.

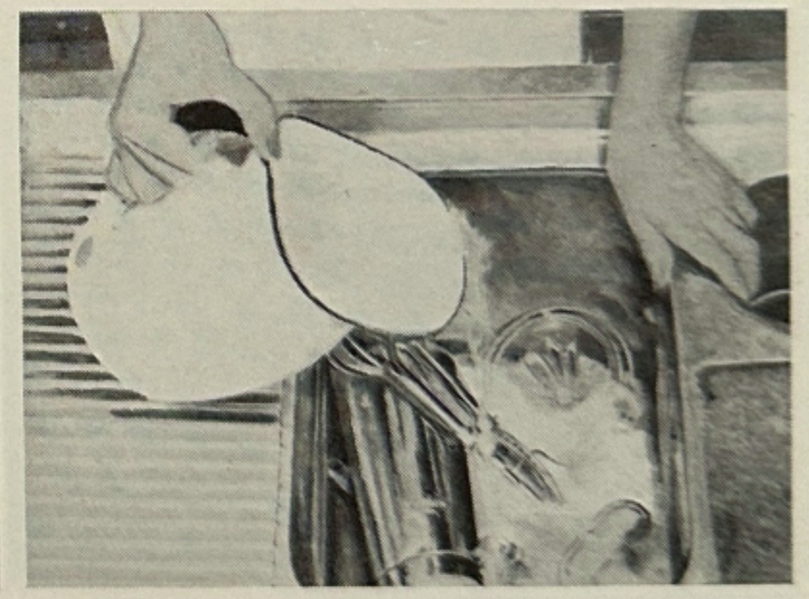




TUESDAY—thoroughly clean and polish backbar, shelves, mirror and woodwork.



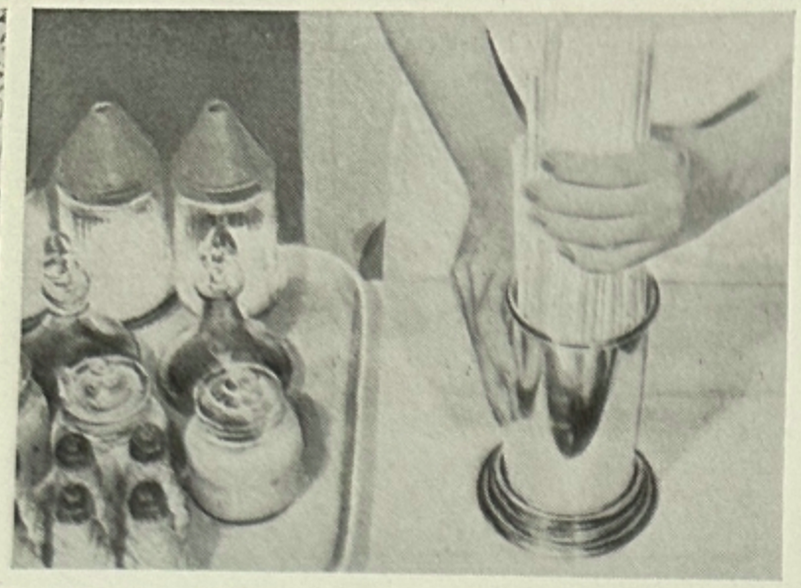
Replace and rearrange accessories, servicewear and advertising material on cleaned backbar.



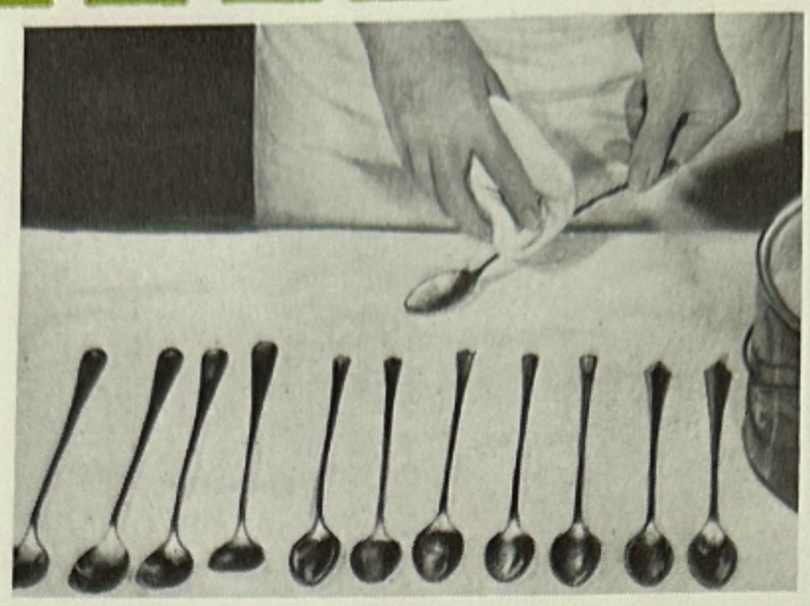


WEDNESDAY—clean and sterilize all accessories. Be sure, also . . .

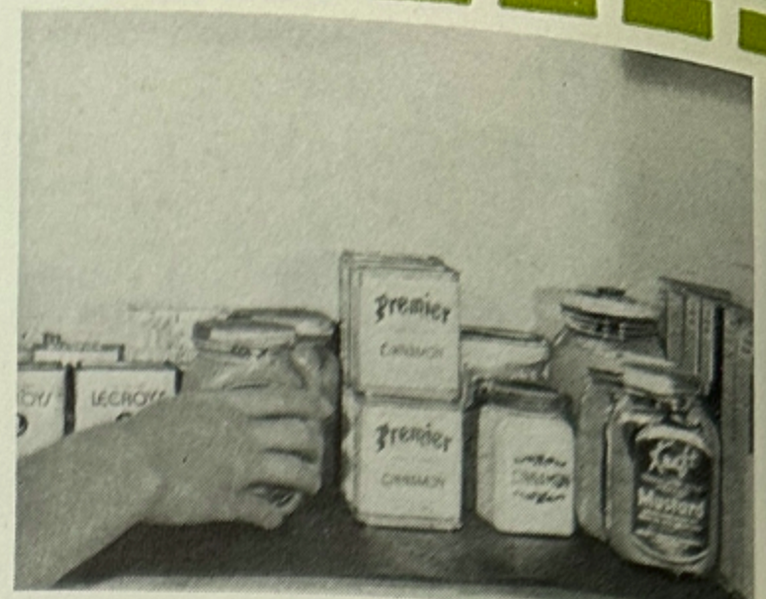




to empty, clean and refill straw holders, sugar bowls, salts and peppers and . . . .

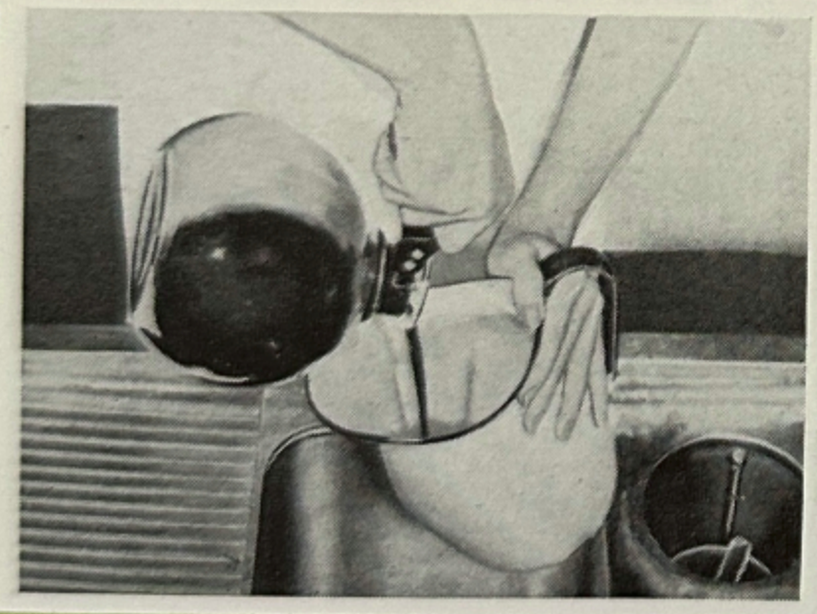


clean thoroughly and polish salad and sandwich cabinet and polish silverware.



THURSDAY—clean and rearrange storage cabinet and store room.





Clean and flush syrup pumps. Clean coffee-making equipment.



Other spots for Thursday attention should include . . . drip pans, metal finish, cabinet tops, lids and drain boards.



FRIDAY—empty each Ice Cream well in turn. Defrost, using a wet sponge, stiff brush or spatula. Don't use a pick or sharp knife.







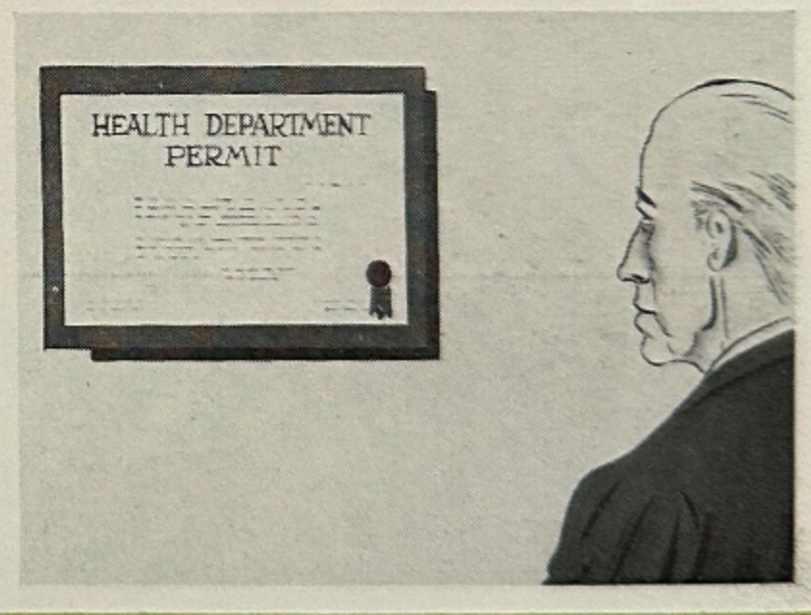
When the wells are completely defrosted, wash down the sides and bottom with hot water to which you've added a little vinegar.

SATURDAY—repeat Tuesday backbar routine. Retrim the backbar . . . replace soiled menus and clean under the fountain. Here are a few other housekeeping hints . . .

Floors, walls, mirrors and windows should be kept spotlessly clean at all times. Apply wax to protect the finish of woodwork and composition counter slabs. Use the metal polish which is recommended by the equipment manufacturer when cleaning metal.







If stool seats are leather or leatherette, wash them regularly with saddle soap. Apply a little hard grease to underside of stool regularly so that it turns easily and silently. Make sure that any loose lock nuts under the seats are tightened.

Mr. Cassidy, my old boss used to say: "Cleanliness is just plain profitable, my boy . . . you see, a clean, smooth-operating soda fountain means better service and better satisfied customers . . . or put it this way . . .

"Cleanliness and sanitation are not only a public duty but what's more, save time, save equipment, and prevent food spoiling. The man who keeps things bright and clean is certainly worth a lot more to his employer than the one who doesn't.









"On the other hand, the man who's careless about keeping things clean, has one strike on him to start. He's really hurting himself and doing his boss no good, either."

The store in which you work, to be successful, must serve all foods well and under strict sanitary conditions. Nothing can contribute more to your personal success than helping to do this. Remember . . .

the American public is constantly hearing of the importance of sanitation and they're going to spend their money in clean places. These people buy Ice Cream, milk shakes and malteds, Ice Cream sodas, banana splits, sundaes and other foods. A clean inviting soda fountain and good service will bring them back for more.





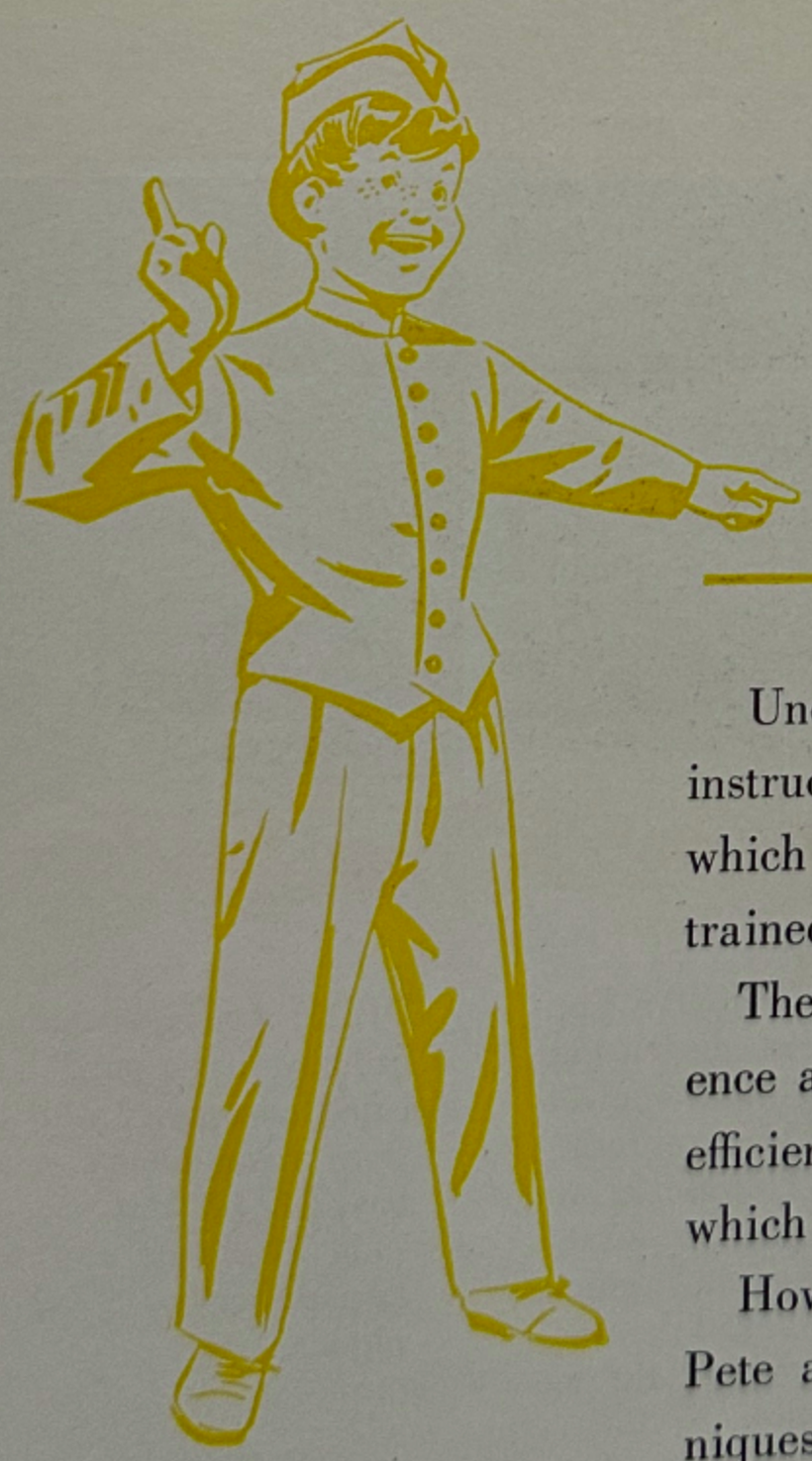




The soda fountain is a "Public Relations" counter. The entire store—its quality of merchandise and service is apt to be judged by the service and quality of the Ice Cream combinations served over your soda fountain. Make it appetizing and inviting. Keep it spotlessly clean.

Your customers see *everything!* Keep your backbar inviting and orderly. Have a clean mirror and be sure mirror strips or signs are neatly and properly placed. Be sure your soda fountain accessories are clean and arranged for speedy service.

The cleanliness success story depends on all food dispensers. They carry the health of the nation in their hands. Be clean . . . keep clean . . . serve clean. Immaculate cleanliness is probably the greatest single selling force in the business of dispensing any food.



DISPENSER TECHNIQUES

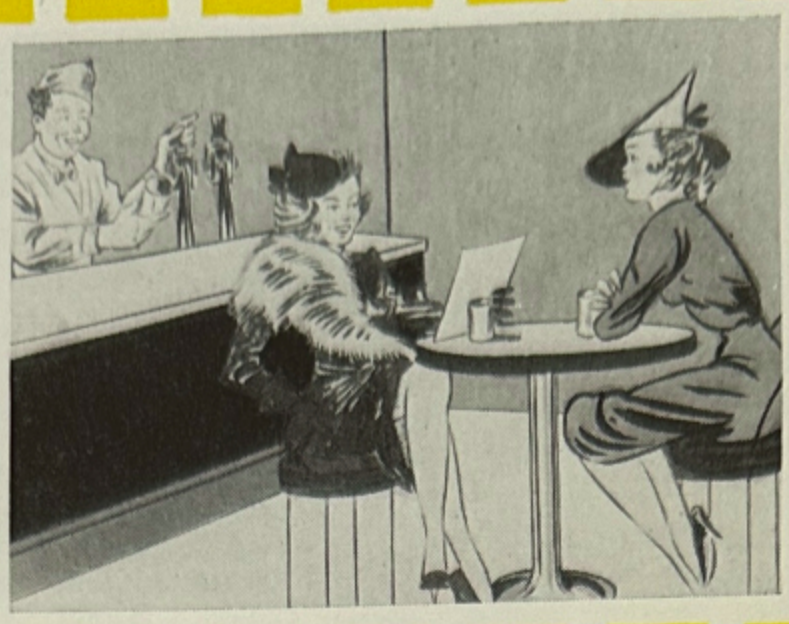
Under this heading are grouped actual Ice Cream dipping instructions and the information about every day dispensing which need to be a part of the knowledge of every well-trained soda dispenser.

They have been proved by use, experiment and experience and, if mastered, will enable a person to be a more efficient worker—one who is master of the implements with which he works and of the details of his job.

How one works is important. Let us follow Dick, Soda Pete and the rest, to see how they master dispenser techniques.









PETE: Dipping Ice Cream and serving customers the right way makes you look better, work with more grace and rhythm, do more in less time. The customers like smooth service, too.

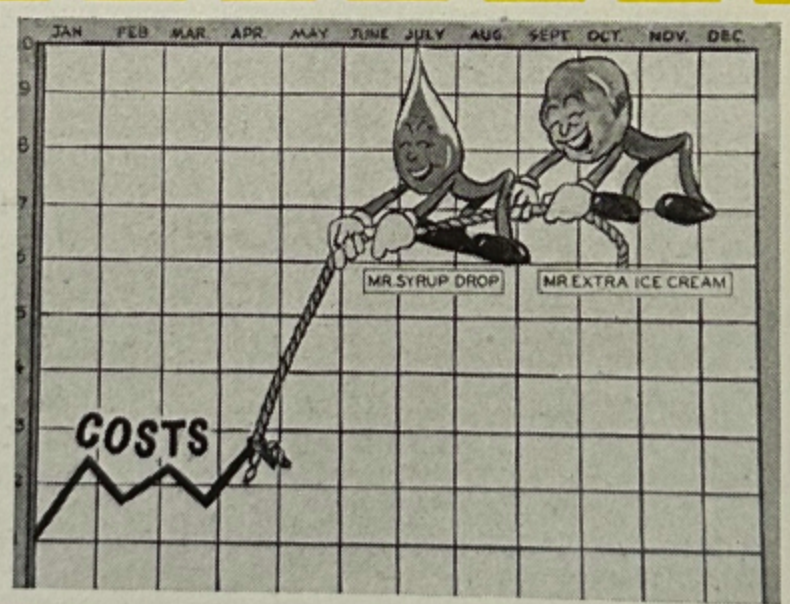
1ST WOMAN: Say, I really love to watch the people behind this soda fountain. They do everything so fast and smooth.

2ND WOMAN: You said it! And the way they work, everything not only gets to you quicker, but seems to taste better. I get the same kind of kick out of watching a smooth operator behind the soda fountain as I do—

—watching a good boxer, or a football player. They're graceful and get there faster, apparently without any effort.









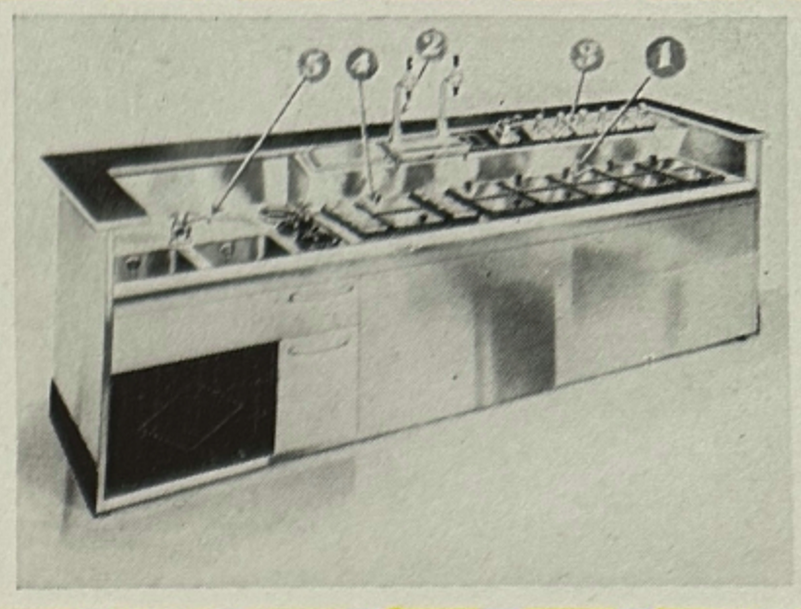
DICK: Once you've learned the right dispensing techniques you'll sail through your work, accomplish more in less time and be a lot happier in your job. Let's hear a soda fountain manager explain the importance of good technique from the profit standpoint.

SODA FOUNTAIN MANAGER: The dispenser who uses correct dispensing technique is able to judge and control portions so as to make services uniform. This control is valuable because it enables the store to maintain an established food cost per service and return a satisfactory gross profit. Either over-portioning or under-portioning throws the control out of balance.

DICK: Over-portioning means wasted profits—under-portioning means dissatisfied customers who don't come back. Both mean plenty of gray hairs in any boss's head. But now let's hear what a soda dispenser can tell us about the importance of good dispensing techniques.







SODA DISPENSER: When you're working behind the soda fountain—especially when the rush is on—there's something mighty helpful about a dispenser working with you who's really tops in technique. And there's nothing worse than a sloppy or a show-off soda dispenser because he slows the whole fountain down no matter how hard you're trying.

DICK: Well now you've heard from soda dispensers, from management and from customers about the importance of good dispensing techniques. Good dispensing technique consists of a thorough knowledge of all basic materials, dispensing tools, services and equipment at the soda fountain—and how to use them skillfully. A good soda dispenser must have a complete working knowledge of the six basic parts of the Ice Cream Department.

HERE THEY ARE:

One—the Ice Cream cabinet or Ice Cream compartment in the soda fountain.

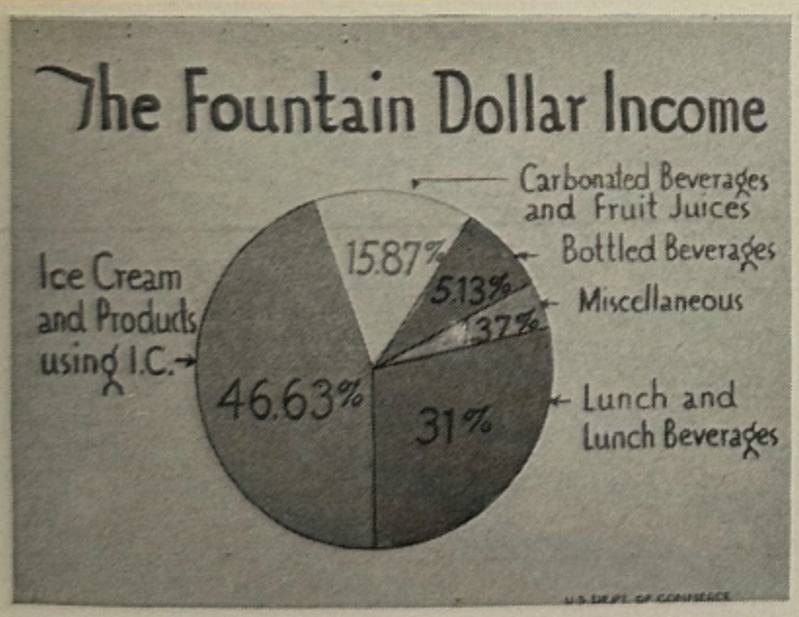
Two—the draft arms.

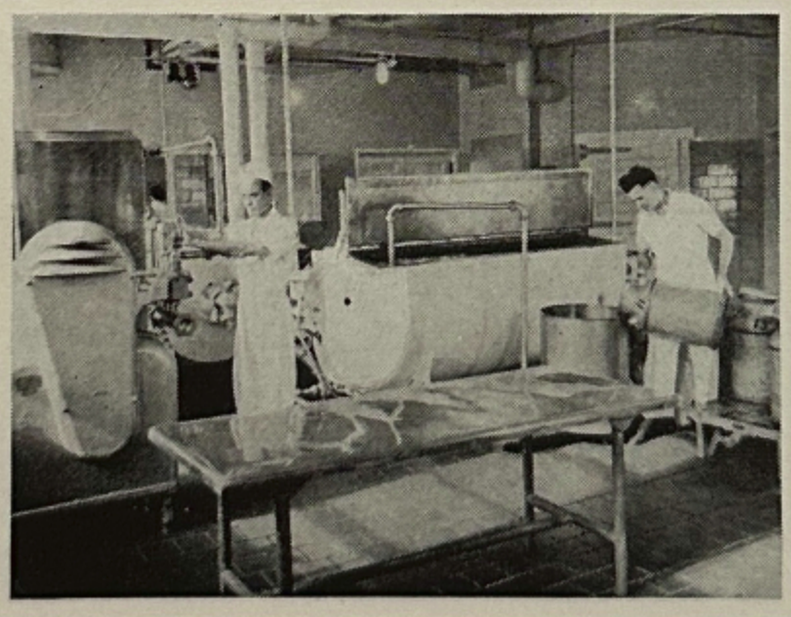
Three—the syrup pumps and fruit jars.

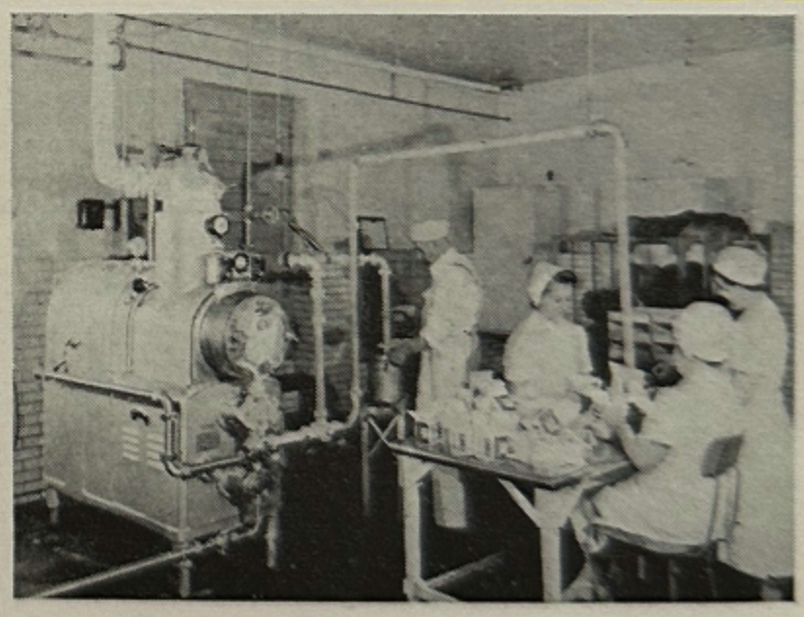
Four—the storage space.

Five—the work boards and basin.

Six—the accessories.





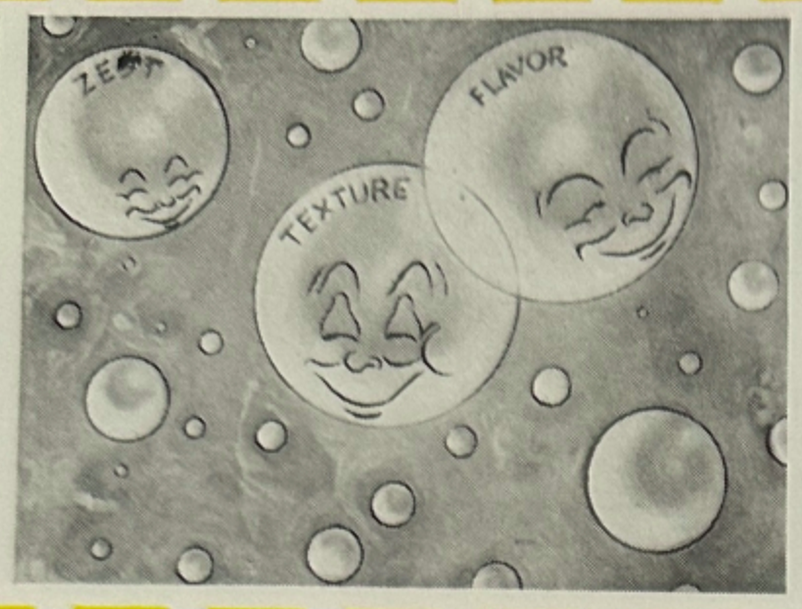


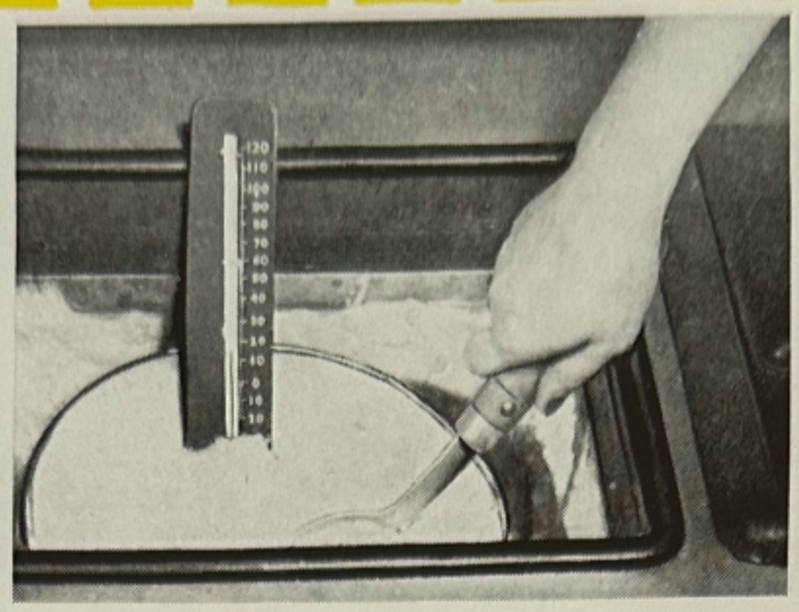
We're putting the Ice Cream cabinet first because Ice Cream furnishes nearly one-half of the total soda fountain income and a mighty big part of its gross profits. Correct Ice Cream dipping is the basis both of soda fountain profit and of customer satisfaction. Ice Cream needs special handling and we'll see why in the next picture.

ICE CREAM MFR.: Ice Cream is a delicious and nutritious but *highly perishable food* made by mixing and freezing correct portions of sweet cream, milk products, sugar and flavoring. If fruits or nuts are added, in most instances it's done just before the mixture is drawn from the freezer.

The freezing operation has two purposes: partial freezing of the mixture and the whipping of air into the mixture. Both are important and necessary to create the delightful coolness, smooth texture and pleasant eating qualities of Ice Cream.





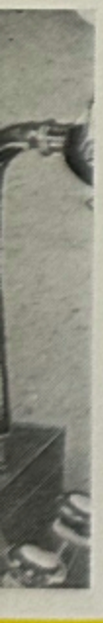


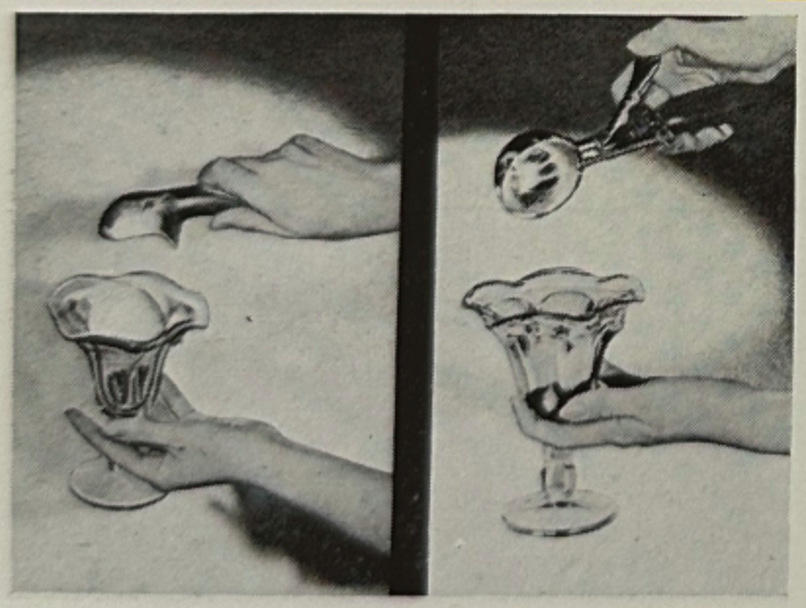


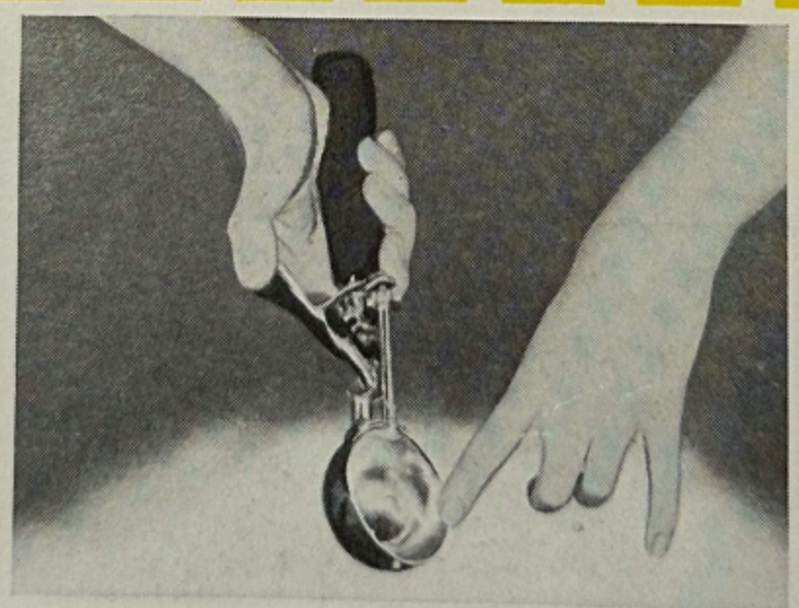
The air which expands the liquid mixture into Ice Cream during the freezing process also makes it possible to eat Ice Cream at the low temperature at which it is customarily served. Air gives lightness to Ice Cream, just as it does to bread, cake, whipped potatoes and many other foods. Ice Cream without air would be like a bottle of cream frozen on the doorstep in winter—flaky and unpalatable.

Ice Cream texture and quality are safeguarded by modern controlled refrigeration at the plant. To maintain this texture and quality in store cabinets or soda fountains the temperature should be from 8 degrees to 12 degree Fahrenheit. If Ice Cream is too cold, it's too hard to dip. If it's too warm, it becomes soft and sticky, the air cells compress too readily and the number of servings per can is sharply reduced.

DICK: Even when correct temperatures are maintained, you must still master Ice Cream dipping in order to get the normal number of servings out of every can. The first step is the selection and care of your "tools"—Ice Cream dippers, spades for packing "carry-out" Ice Cream, spading spoons to spoon-dip for plate servings and the indispensable dipper pad.





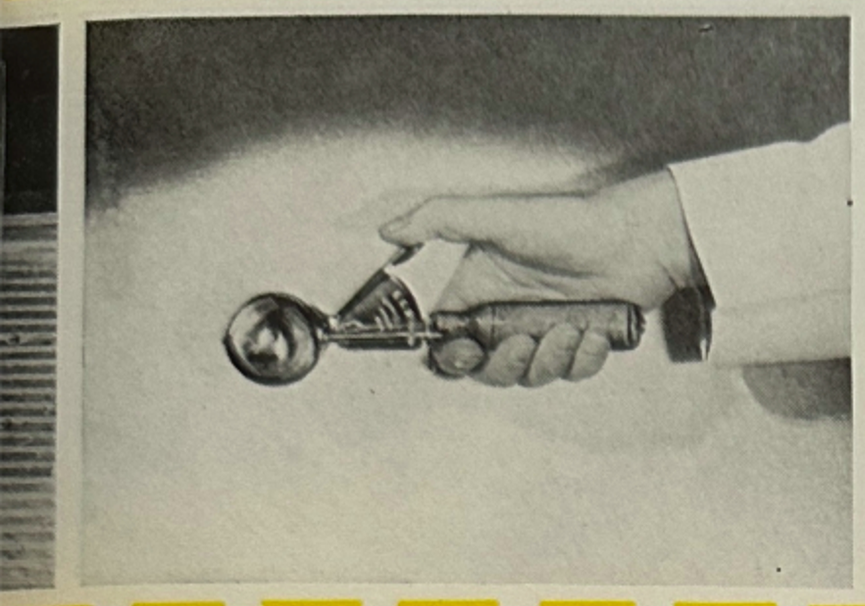


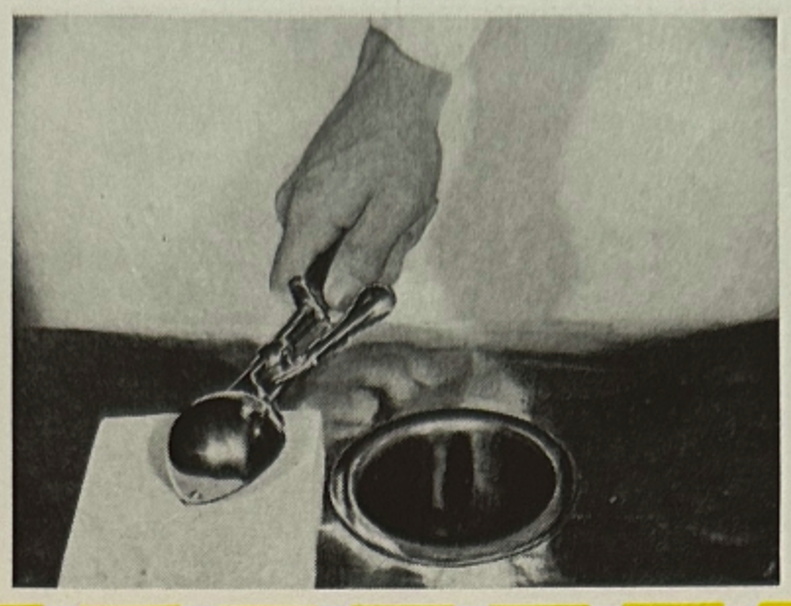


Ice Cream dippers are of two general types—the spring type and the non-mechanical type. The spring type releases the ball of Ice Cream by pressure on the cutting blade. The non-mechanical type releases the ball of Ice Cream when it's held over a glass or dish, by heat transmission from the hand. Don't use dippers for any thing but dipping Ice Cream.

And one more "never" in connection with dipper care. Never let the edges of your dippers get dull or nicked. A small file used on mechanical dippers will help maintain a good sharp edge. When grinding and polishing are needed, it should be done by someone who understands this operation or the dippers returned to the manufacturer for sharpening.

Now we're ready to start dipping Ice Cream. First, we remove the mechanical dipper from the dipper-well. Or, if a non-mechanical dipper is used, first we rinse the dipper.





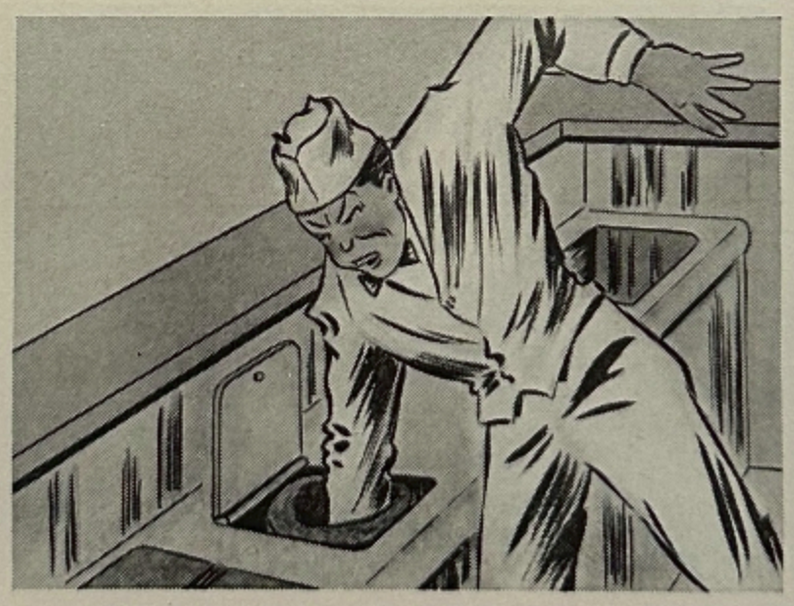


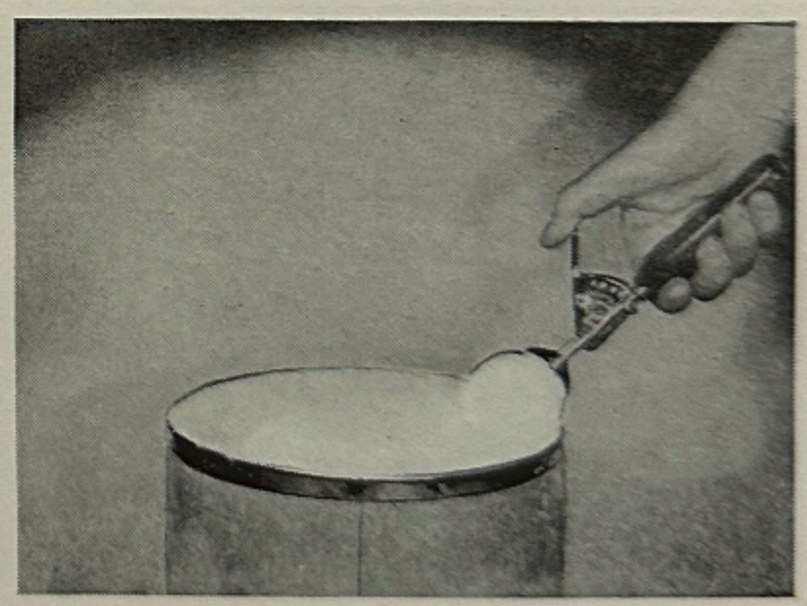
Grasp the mechanical dipper firmly, with the hand placed to give wrist control. Using either type dipper, keep your fingers away from the bowl of the dipper.

Always tap the dipper lightly on the dipper pad. This removes excess water from the dipper, prevents the formation of a thin film of ice around the Ice Cream ball, and keeps out of the Ice Cream drops of water which would freeze into small ice particles.

In a newly opened can of Ice Cream, place your dipper close to the can wall with the dipper bowl no deeper than ½″ into the Ice Cream.







Take the first dip at the edge and succeeding dips around the can in a circular, cutting motion, lightly rolling the Ice Cream into a smooth, round ball and filling the dipper.

Never, never jab the dipper deep into the center . . . pushing out, instead of cutting out, the serving. Don't force the filled dipper against the can wall, thus further compressing the Ice Cream portion.

As you continue to dip, use the cutting, rolling motion to lower the Ice Cream surface evenly, remembering always to cut from the highest point and to use moderate pressure, and cut the portion off against the Ice Cream to avoid undue compression.









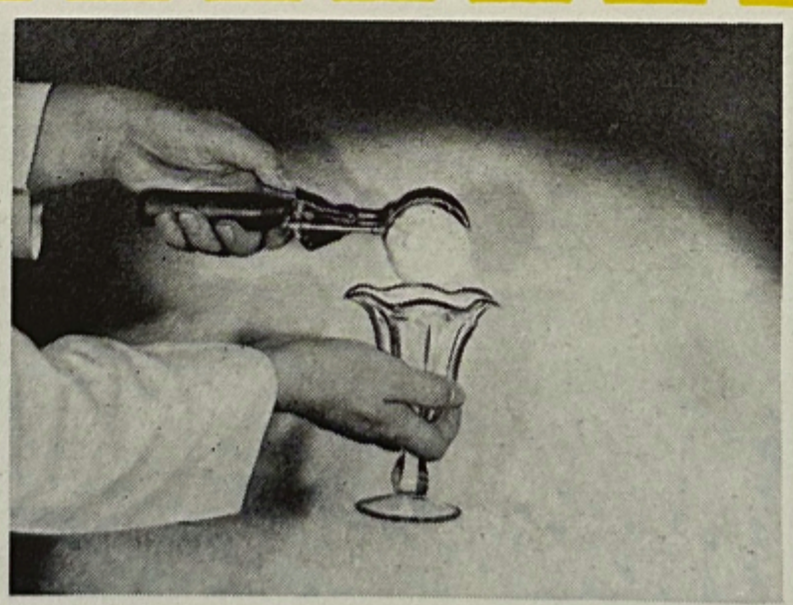
The fellow who jabs, makes a hole way down in the center, leaving Ice Cream on the side walls of the can . . . then he scrapes this Ice Cream down to fill up the hole, resulting in soft Ice Cream which re-freezes, causing lumps and ice crystals which will spoil the texture of the Ice Cream.

Careful dipping is more sanitary, too, because it helps keep the coat sleeve of the dispenser, or the arm of the dispenserette, out of the Ice Cream. The "jabber's" coat sleeve almost always gets smeared with Ice Cream. This is unsanitary, looks bad and increases laundry bills.

Removing one layer of the Ice Cream at a time, all the way down to the bottom of the can, enables you to cut each serving without crushing. By lowering the surface of the Ice Cream evenly, each can will yield a satisfactory number of servings. Whether dipping for portion or packing for carry-out—anticipated profit has been realized.





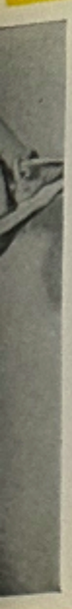


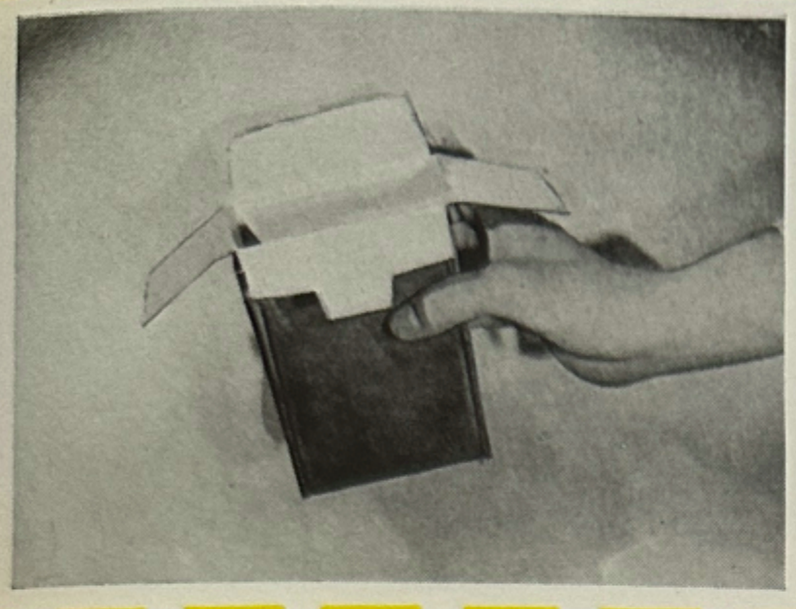


The "jabber" will find that he gets fewer servings from the can—that Ice Cream texture has been impaired—and chance of profit ruined or materially lessened.

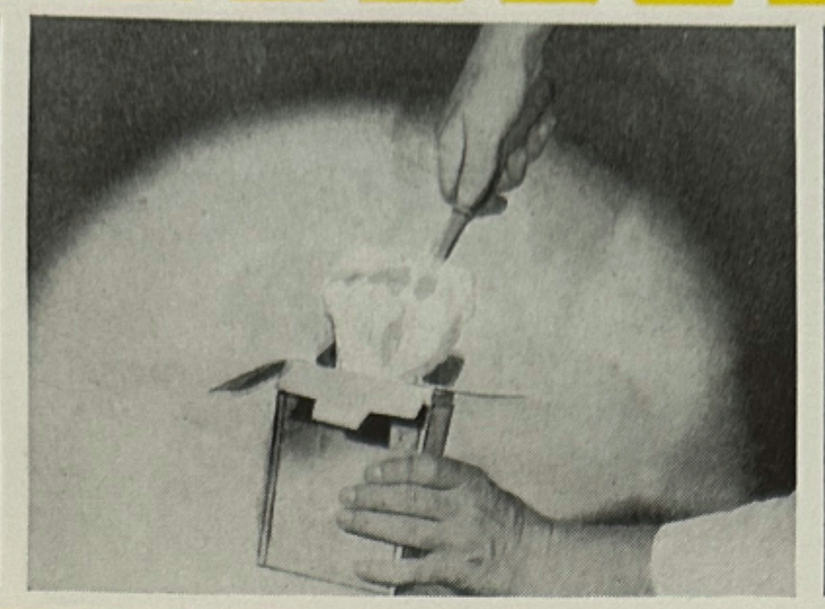
When you have completed the perfect dip, the Ice Cream ball is dropped into the service glass or serviceware by thumb pressure on the release lever, being careful not to touch the glass edge with any part of the dipper.

"Take home" or packaged Ice Cream is one of the most important services of any store with a soda fountain or Ice Cream cabinet. You aren't a trained soda dispenser until you can take care of this business properly. There are two types: the factory ready-filled package and the carton hand-packed at the retail store for individual order.





In hand-packing the square type carton for take home service, first place the carton in the metal holder, then press the flaps down and hold them down as shown above. Keep the left hand well below the top of the carton to avoid touching the Ice Cream. No customer wants your hands in his Ice Cream.

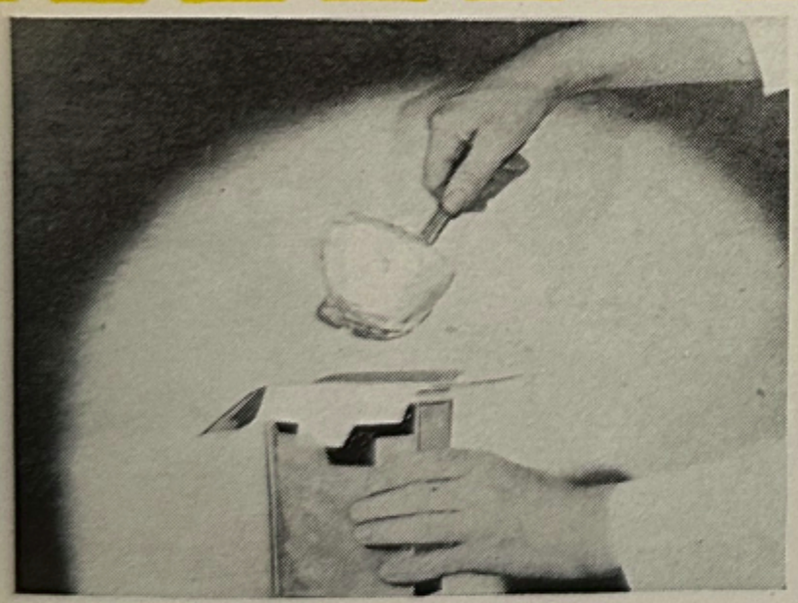


Take the spade from the water bath, tap it on the dipper pad to remove water and then start the cut into the Ice Cream, remembering to let the shape of the carton determine the shape and size of the first piece of Ice Cream you cut. Square for a square carton . . . round for a round carton.

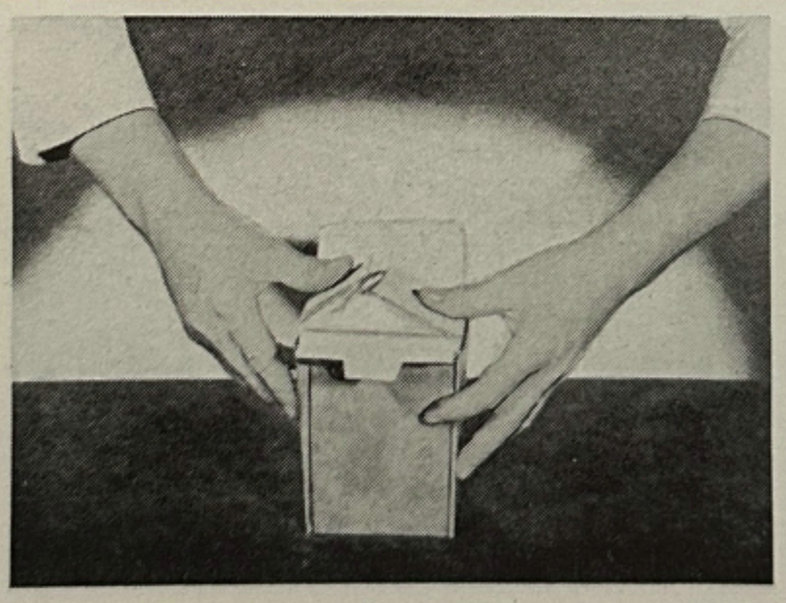


Don't force the Ice Cream into the carton. Just lay it in *gently*. Then use the sharp edge of the spade to push the Ice Cream into the corners.

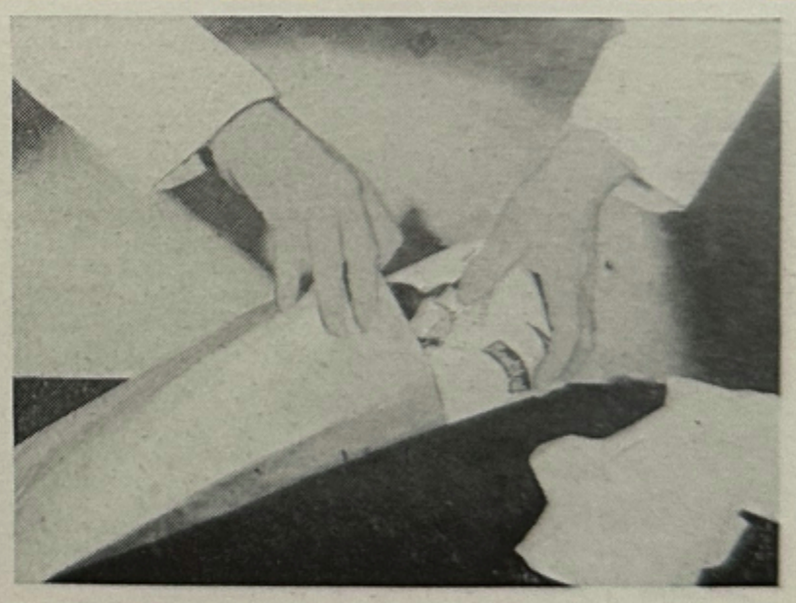




Make another cut of Ice Cream as near the size of the remaining space as possible, and place it on top of the first one. Mold the second cut to the first by filling any vacant pockets. Try to complete the filling of the carton with not more than three cuts.



When the last spadeful has been placed on top, close the carton by gently raising the flaps, allowing them to remain in an angled position. When using a round carton, fill in the same manner, then place the cover on easily.

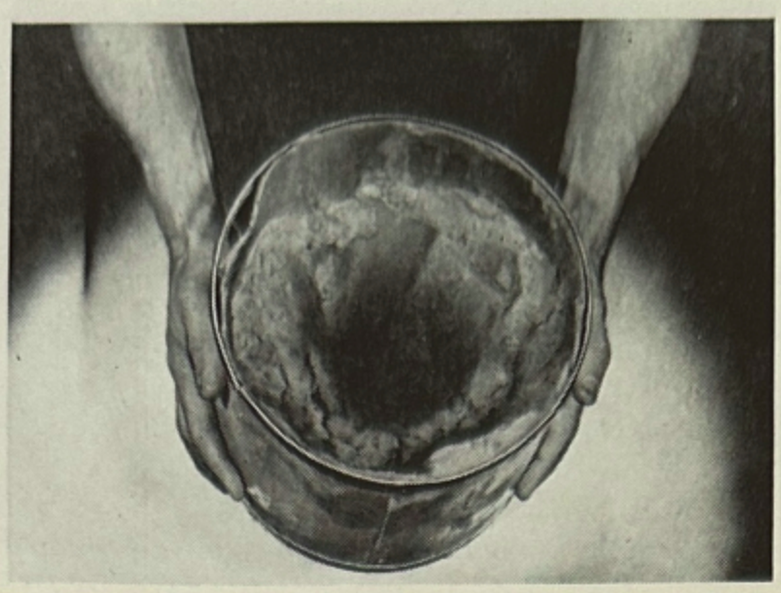


Remove any Ice Cream from the outside of the carton with a clean cloth. Place the filled carton in a carry-out insulated bag.

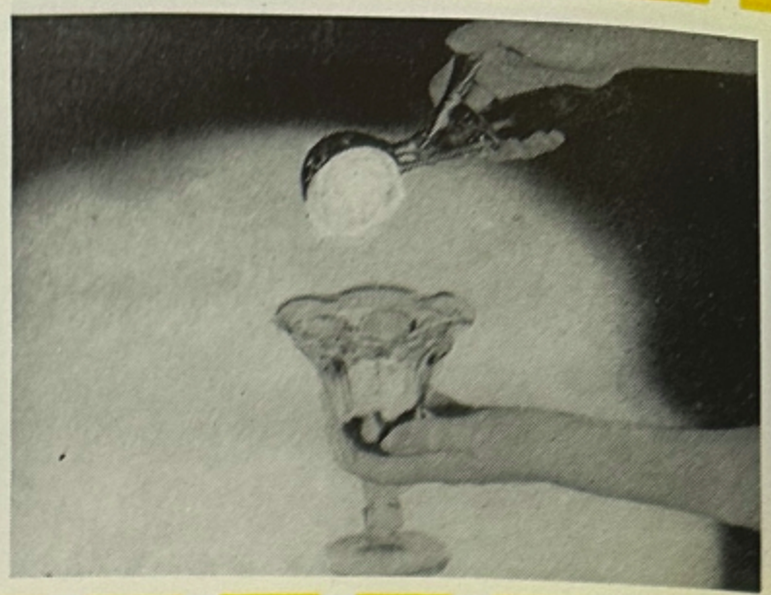




And here's a dish of Ice Cream "spoon-dipped" and ready for the "plate trade" customer.

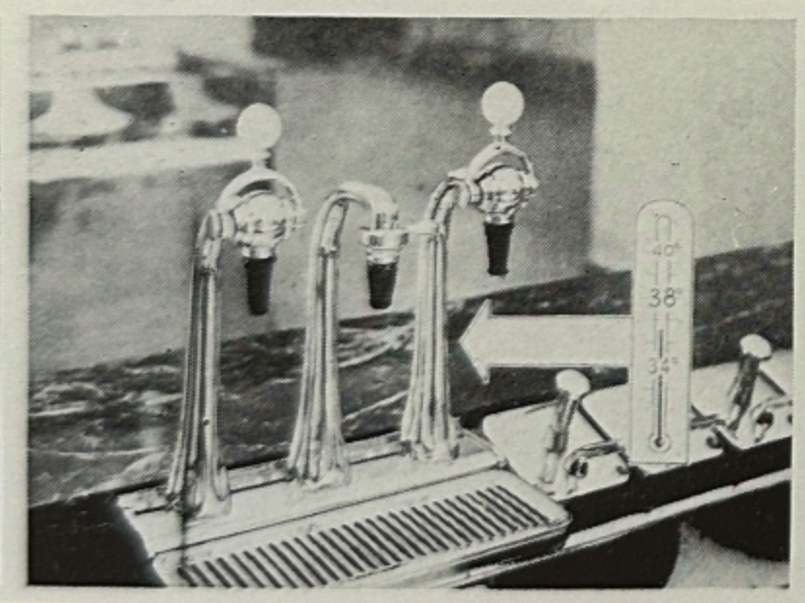


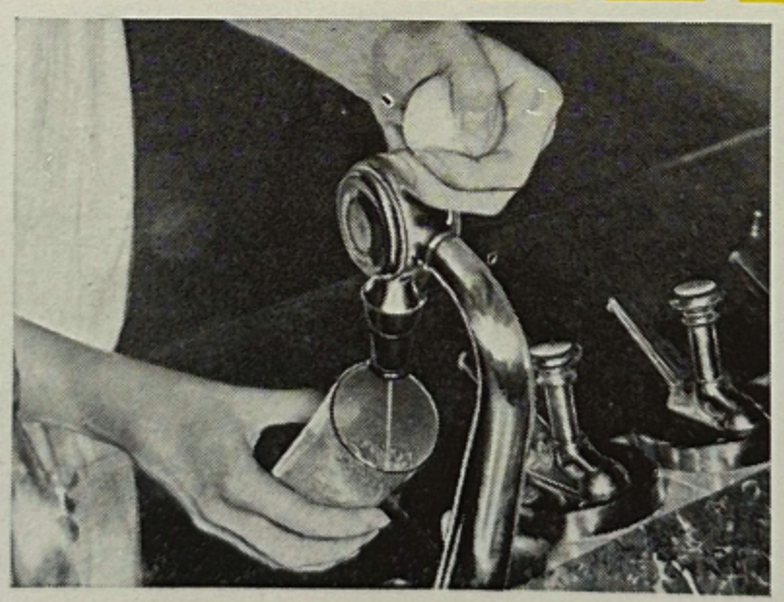
The surface of the Ice Cream is even when you've cut correctly for portions and carry-out packages. But . . . here's how it would look if the Ice Cream has been dipped or spaded incorrectly.



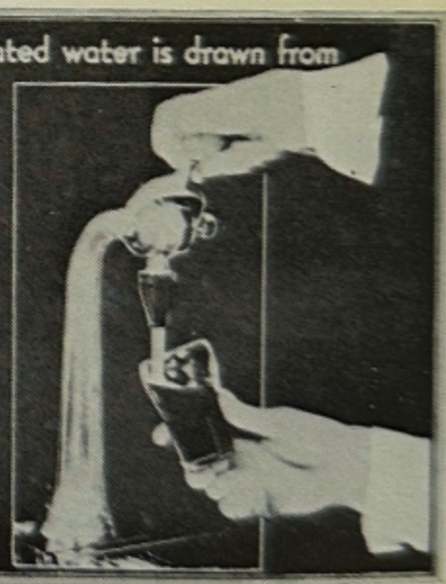
So remember . . . cut—don't dig! Hold the dipper correctly, use a circular cutting motion, always cut from the highest surface, and release the ball of Ice Cream to the dish without striking the container. Mastery of dipping enables you to work more easily, portion more uniformly and get a better yield and profit per can.







When the carbonated water is drawn from the draft arm, the care and skill of the operator is responsible for retaining the carbonation in the finished drink.

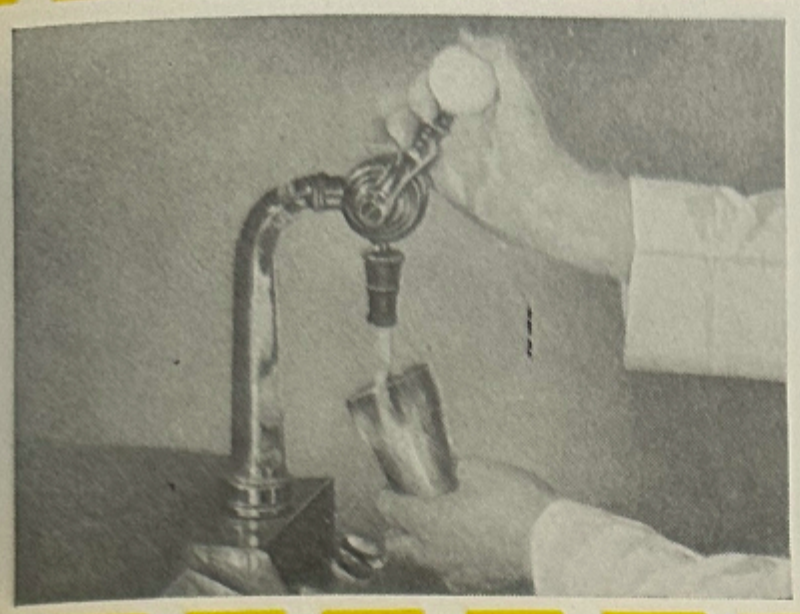




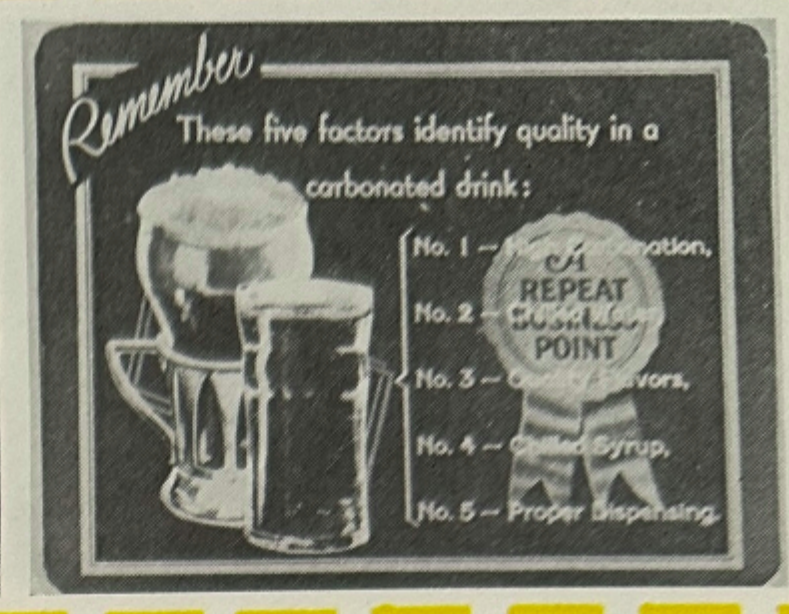
DRAFT ARMS: *The drafts arms are* the water outlets for plain and carbonated water. Coils and pipes supplying the water are under refrigeration. The best temperature for carbonated water is from 34 degrees Fahrenheit to 38 degrees Fahrenheit—but never above 40 degrees.

Through proper movement of the draft arm, the flow of carbonated water is regulated either to the coarse or fine stream. The coarse stream is generally obtained when the handle of the faucet is pulled toward the soda dispenser, and the fine stream, when the handle is pushed back.

Always direct the flow of carbonated water against the side of the tilted glass, held quite near the nozzle. Use the coarse stream for fast filling and a heavy bead—the fine stream for flavor mixing and foaming which produces a fine bead. The particular use of each stream is usually indicated in the formula.





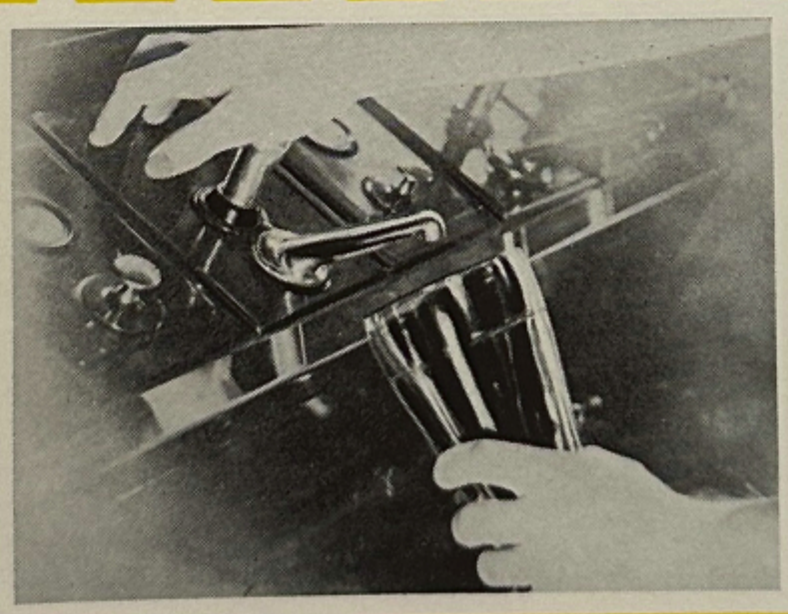


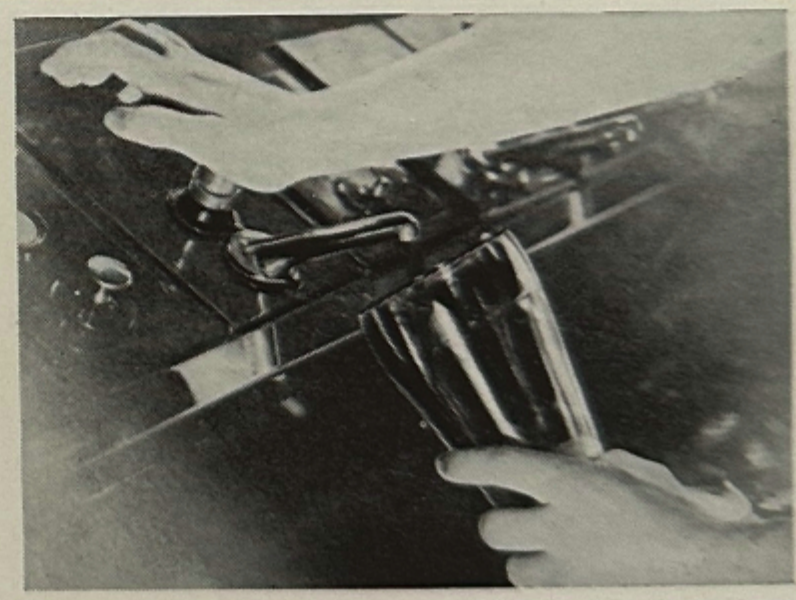
To keep carbonated water at its best, always draw off a glass or two immediately after the soda fountain is opened and after slack periods during the day. This assures cold, fresh carbonated water for your customers' drinks.

The importance of high carbonation in finished soda fountain drinks just can't be overestimated. It makes a sparkling, pungent, thirst-quenching beverage that really satisfies your customers. High carbonation brings out the flavor of the syrup, and also gives the impression that the drink is colder than it actually is.

There are five factors that identify quality in a carbonated drink: 1. high carbonation; 2. cold water; 3. quality flavors; 4. chilled syrup; 5. proper dispensing. Put all those five together and, believe me, you'll have flavorful sparkling carbonated drinks. Remember, good carbonation is the "Life of the Drink."



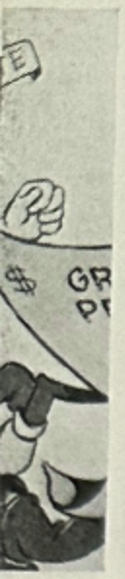


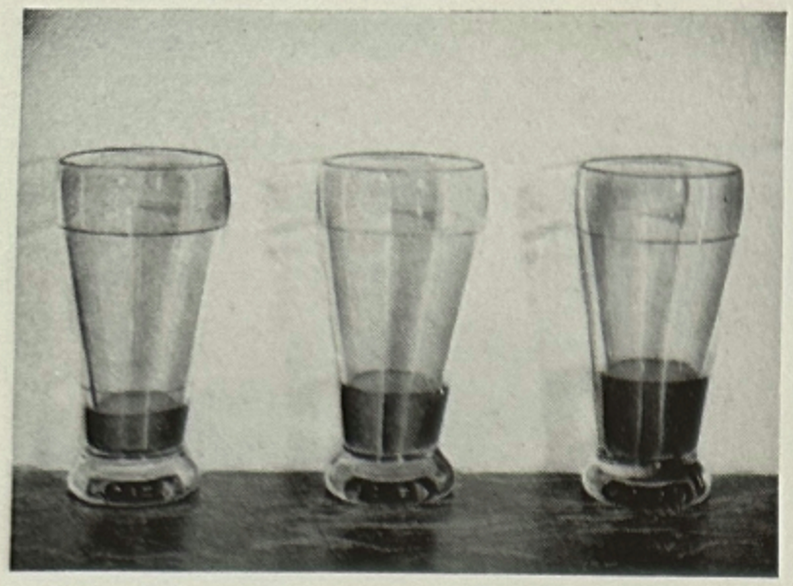


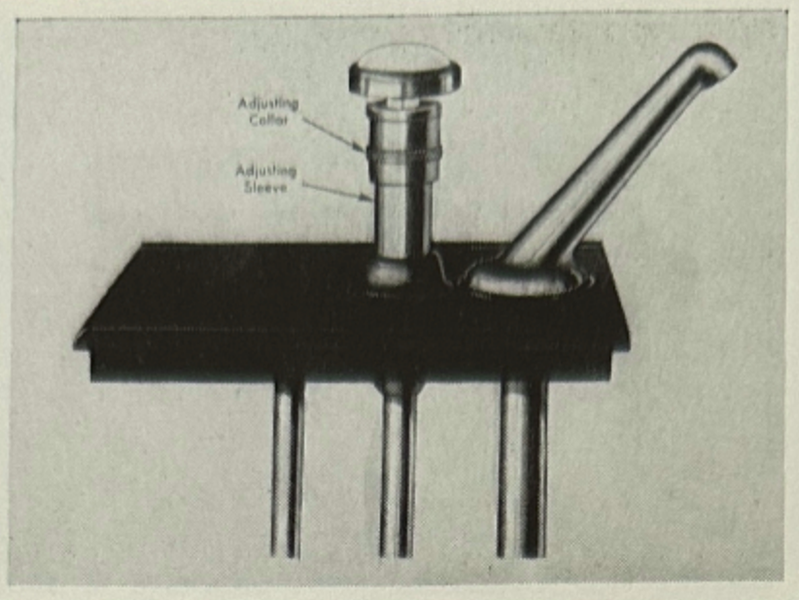
SYRUP PUMPS AND FRUIT JARS: Syrup jars are usually arranged with the most popular flavors nearest the draft arms. Alice will show us how to dispense syrup.

ALICE: Hold the glass or dish underneath the pump spout.—Rest the right hand so the plunger head fits into the palm of the hand and the four fingers rest lightly on the back of the syrup pump plate.

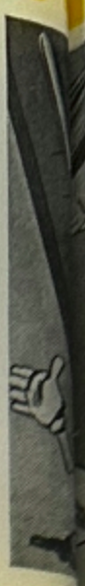
To release the syrup, push the plunger head firmly and allow the *fingers to rise from the syrup plate*. Pressure is exerted from the wrist downward and the hand and wrist should follow through until the plunger has been pressed the whole distance. Chocolate is a heavier syrup so is usually dispensed from a special pump. Exerting a little more pressure, you operate it with the help of the handle.









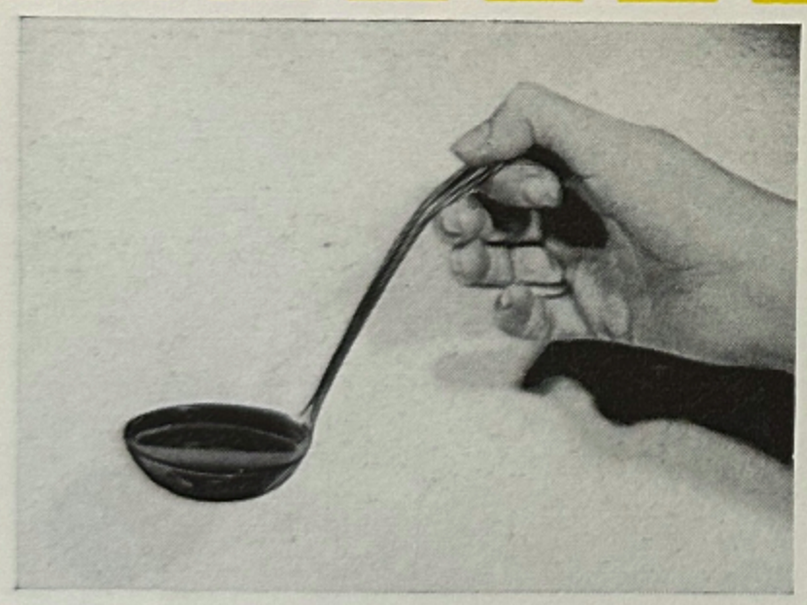


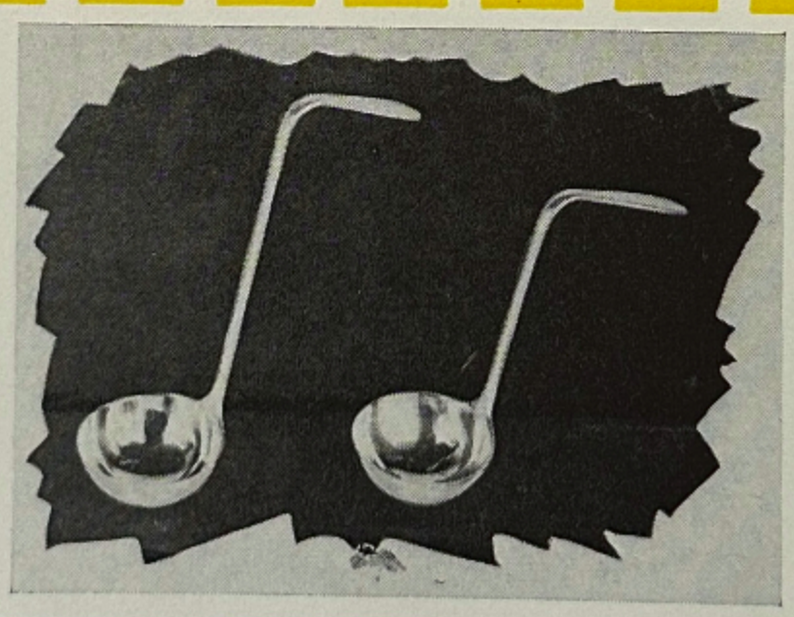
If pumps are properly regulated, one full down stroke delivers the correct portion. The amount of syrup dispensed, called the "throw" of the pump, should be checked with a graduate measure at regular intervals and regulated to give the desired amount of syrup.

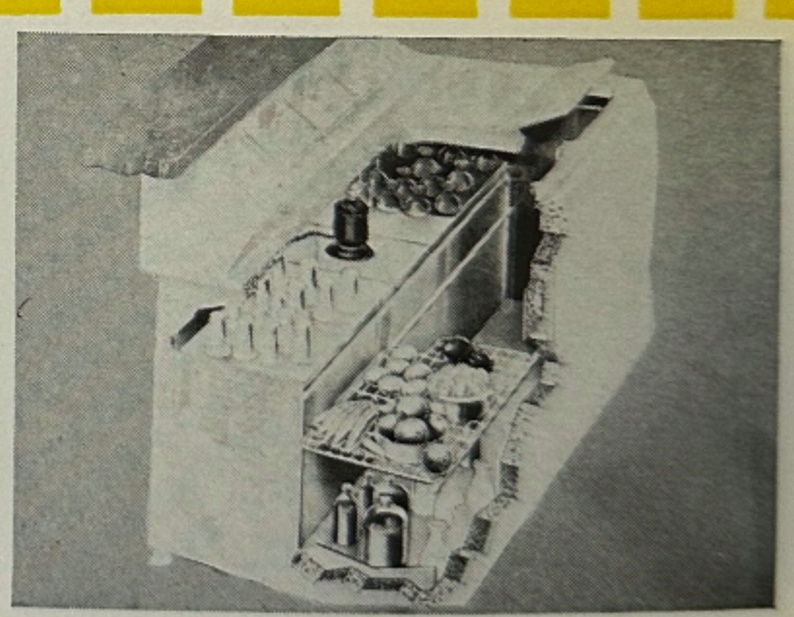
DICK: Here's the way to adjust the throw of the pump. Take hold of the adjusting sleeve and push it downward to separate the adjusting collar from the head.

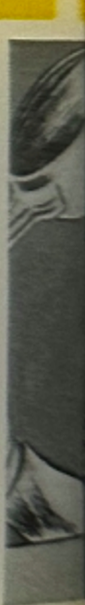
Hold the adjusting sleeve down. To pump more syrup, turn the collar to the right or clockwise. To pump less syrup, turn the adjusting collar left or counterclockwise. In either case check the throw with a graduate measure until it is correct for your portion.











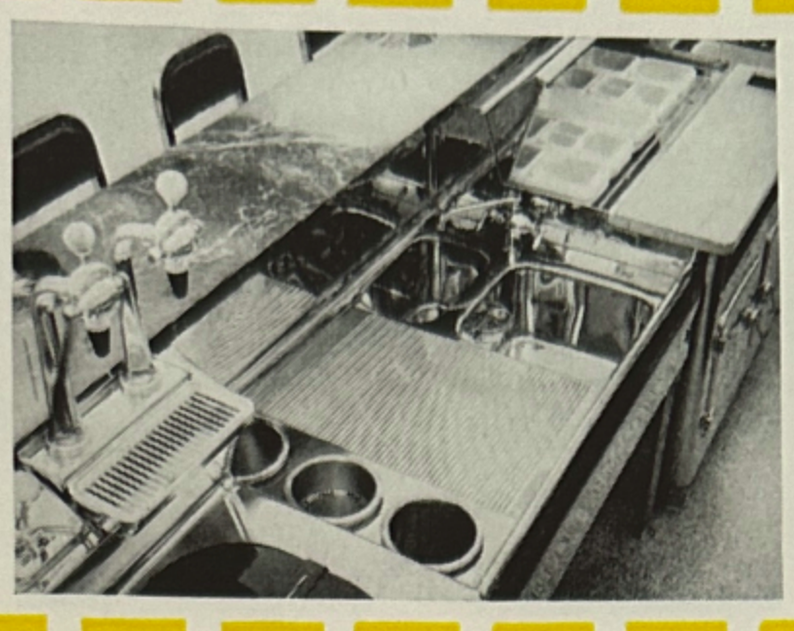
DICK: To ladle fruit toppings and fudges hold the handle of the ladle firmly between thumb and first and second fingers, and stir the topping to keep the mixture even. Then fill the ladle, but not so full that it runs over and drips.

Pour the topping over the Ice Cream as gracefully as possible, holding the ladle so that it does not touch the Ice cream and the topping doesn't spatter to the side or roll to the bottom of the dish. It is important to use a ladle dispensing the *amount* of topping the *formula calls for*, thus preventing either *over* or *under*-portioning.

THE STORAGE SPACE—Know both your refrigerated and unrefrigerated storage spaces like a book, so that you can get things you need easily and quickly. This also helps you when you make up your stock list. And making a stock list is a mighty important soda dispenser technique. Here's how its done.







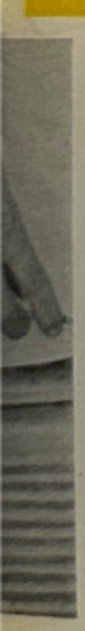


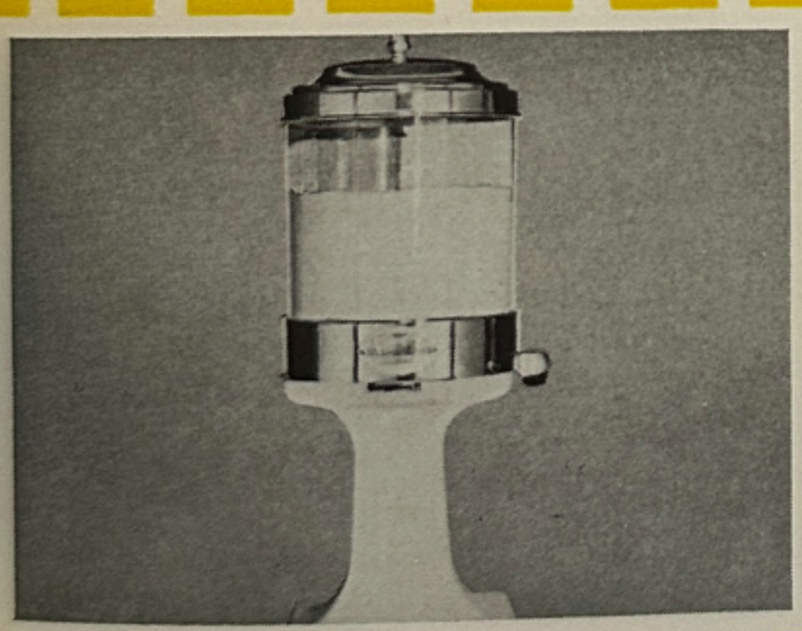


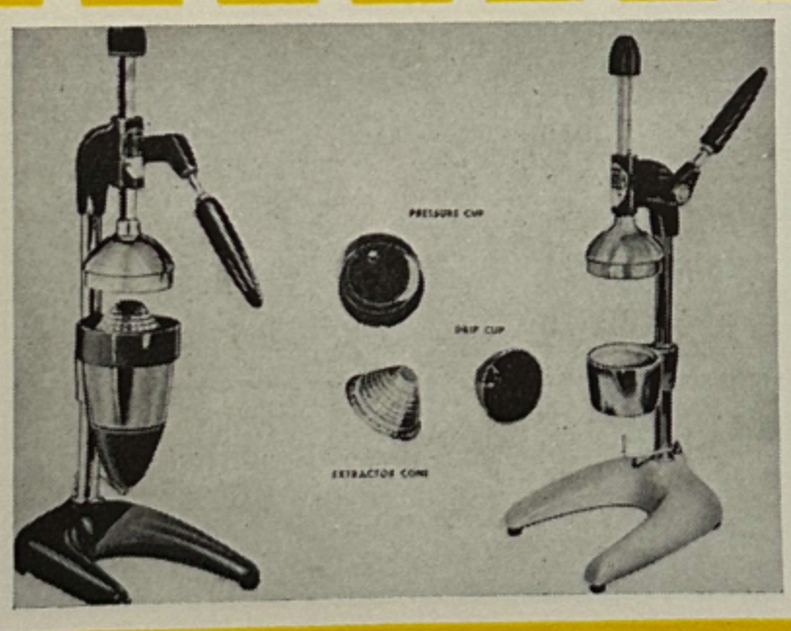
Each night after business, make a list of the things needed for the next day. If you study stock in relation to sales, you will include in your list not only the supplies you actually need at that moment, but also the fast-selling items that will need re-stocking soon.

WORKBOARDS—By this we mean drainboards and sinks, cutting boards and sandwich boards and such accessories to the workboards as the refuse chute, running water dipper-well and rinser. Learn to work neatly, keeping surfaces clean and materials in order so as to keep the appearance of the soda fountain pleasing to customers.

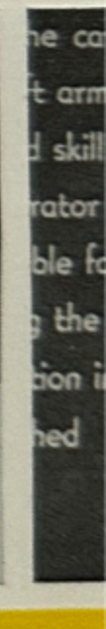
ACCESSORIES—First the Drink Mixer. After you've measured the ingredients into the mixing cup, place the cup securely on the mixer, allowing the mixing spindle to extend well down into the cup so that the proper contact is made which starts the motor. Don't use this mixer to whip stiff materials like marshmallow.









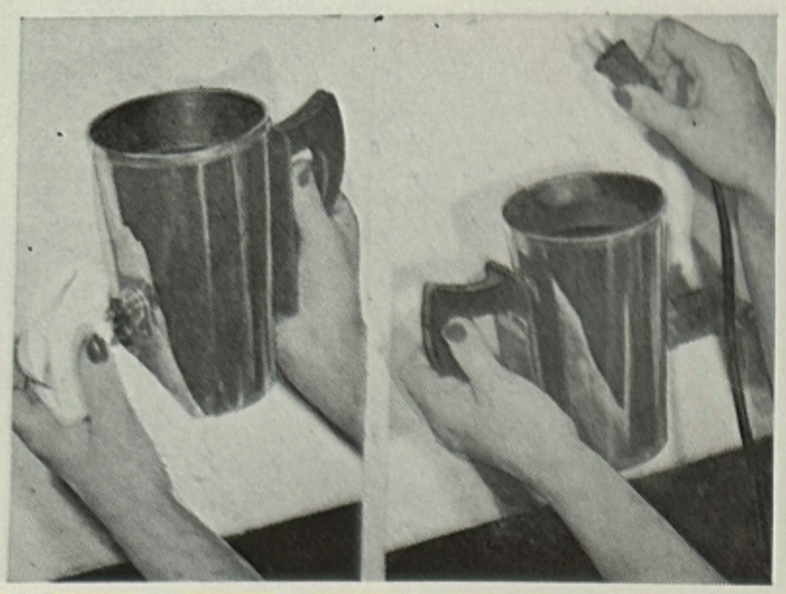


The Malted Milk Dispenser—This dispenser is made to throw a correct measure of malted milk by one release of "clip". If you dispense malted milk from a jar, always use a dry spoon. *Never* dip a wet spoon into the malted milk powder.

The Fruit Juicer. Use in accordance with manufacturer's directions and wash all exposed surfaces frequently. Wipe the area around the juicer often, also, to remove any spilled or spattered juice. It's unsightly and unsanitary.

The Fudge Warmer: A thermostatic control, electrically operated, keeps fudge at proper ladling temperature. So—never plug in when the container's empty, and always disconnect it at the close of business. Stir the fudge before each use.





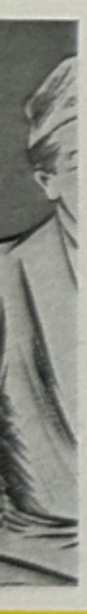
The Hot Cup: Remember these three things: 1. Put the liquid in the cup before you connect it; 2. When you clean the cup, keep the contact points out of water; 3. Before you use the cup, make sure the contact points are dry.

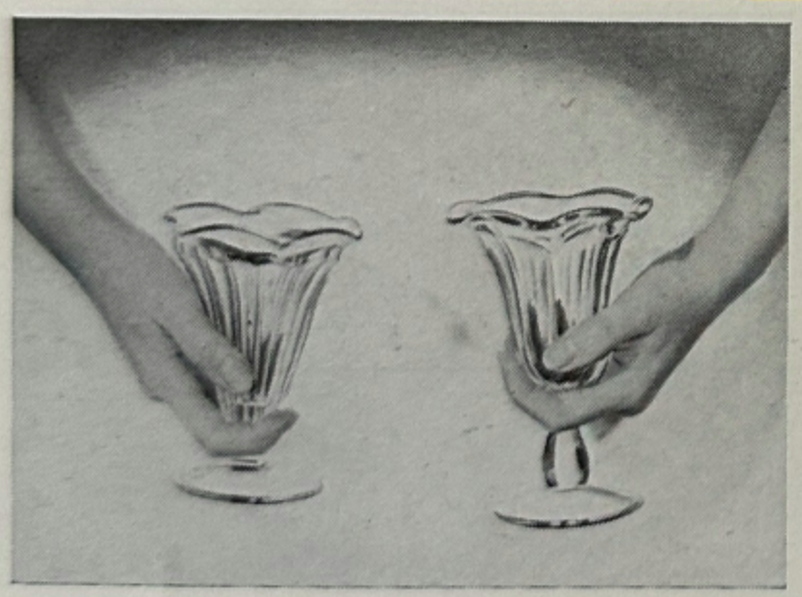


When you turn on a machine, turn on your *mind*, too! Be on guard against loose practices which might cause an accident to yourself or a fellow worker. Keep other accessories such as coffee brewers, toasters, napkin and straw holders clean, ready for service and handled in accordance with instructions suggested by the makers.

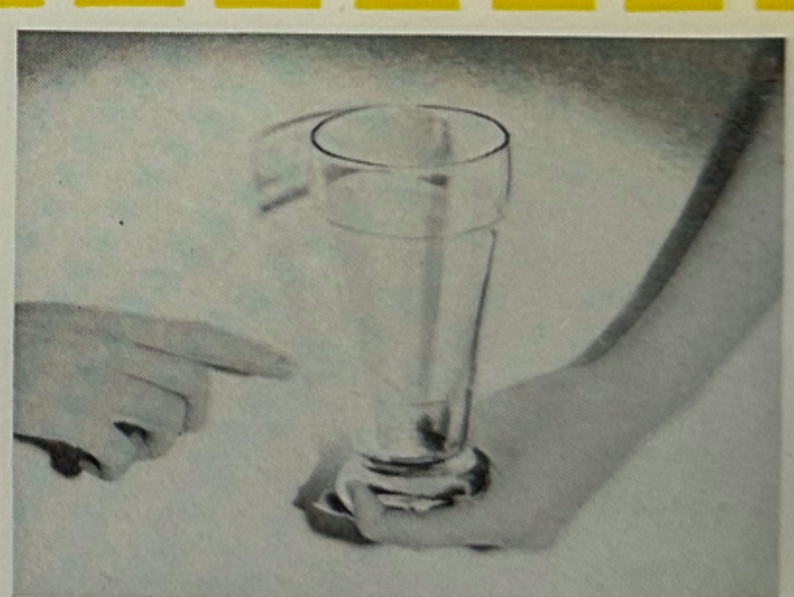


When displaying eggs and fruit in the bowls on the backbar, the eggs and fruit should be washed and dried.









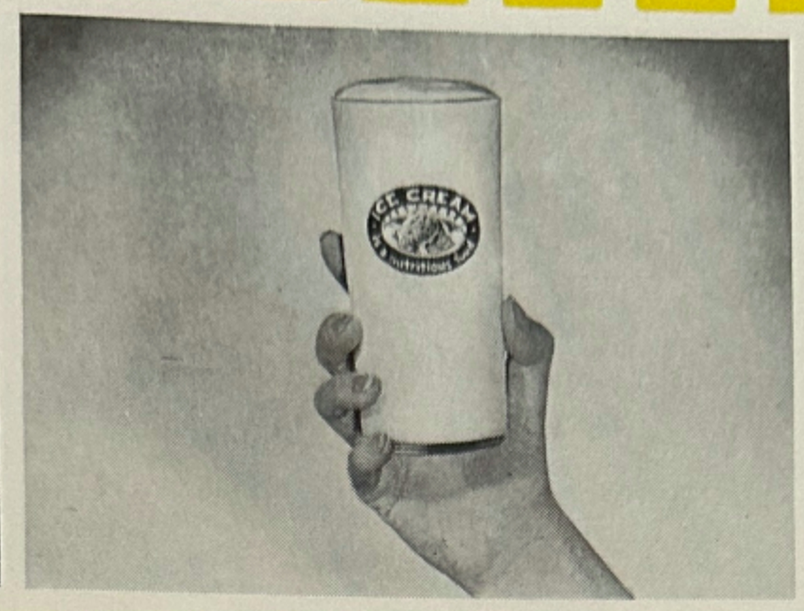
Here are the types of service ware and the right way to hold them. First the sundae service, the tulip and the crimped glasses.

The paper service . . . or the silver. Notice that you grasp them, as you do all stemmed glassware, by the stem.

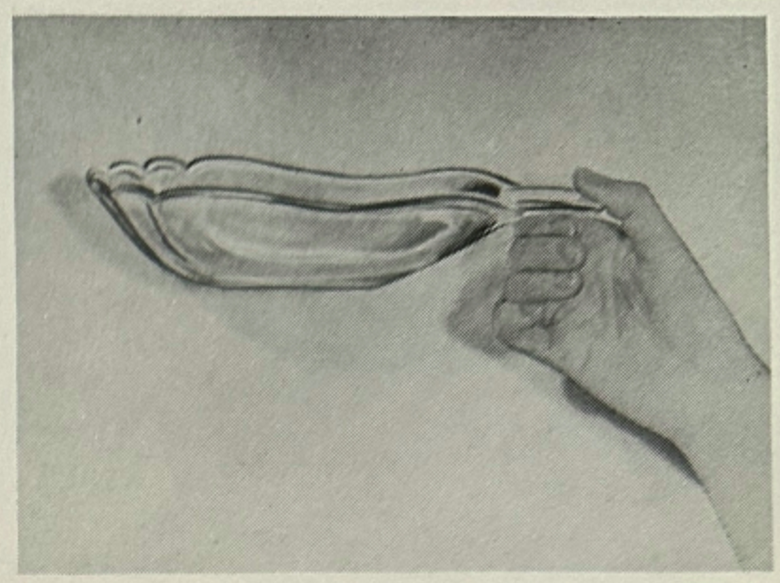
The soda glass. Note the syrup mark for a guide to the amount of syrup to draw, and notice that the glass is being held by the lower part, away from the rim.



Paper cups—in metal or plastic holders —and thin bell glasses in metal holders are also used for Ice Cream sodas.



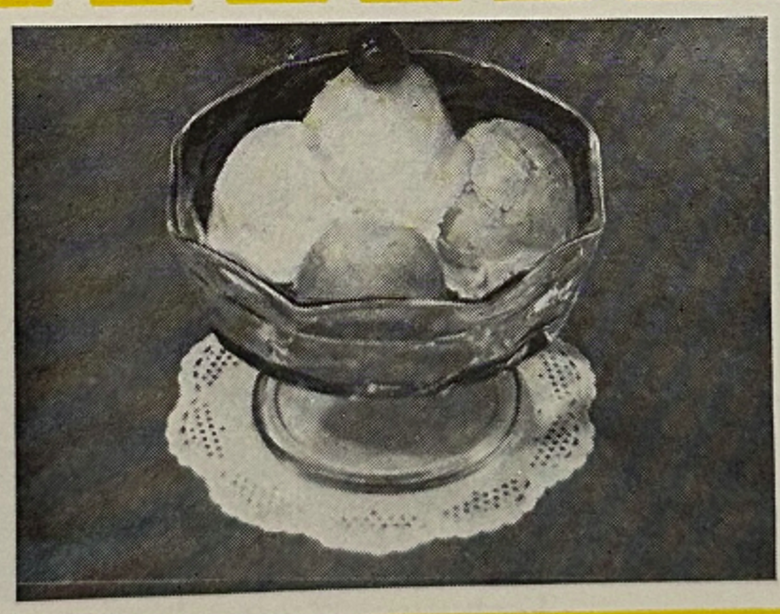
Here's a glass for serving milk shakes, malteds and freezes, ades and floats—a thin-blown, straight-sided glass.



The banana split dish. When handling this piece of serviceware, grasp it by the extended end.



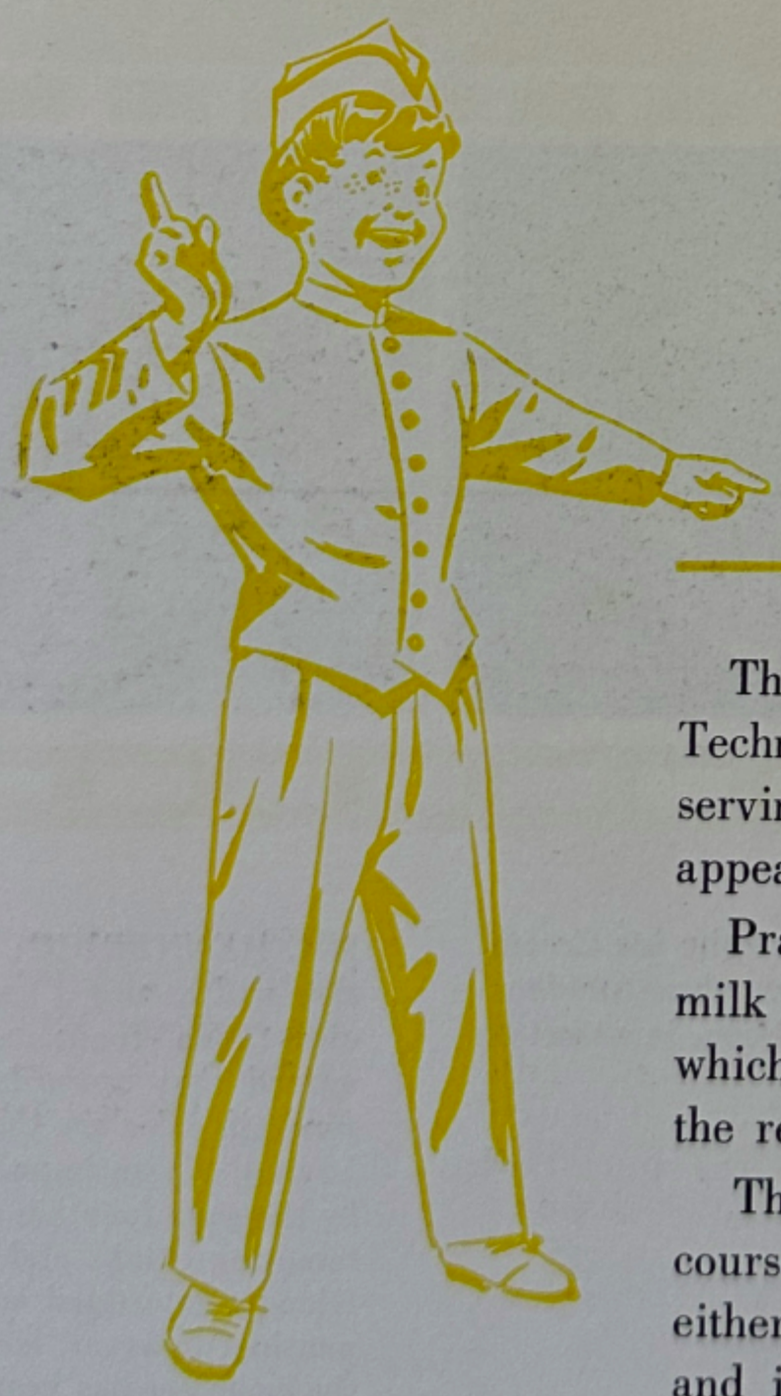
The parfait glass is designed specially to show to best advantage the various colors of Ice Cream and toppings called for in the formula.



Another special service—the Ice Cream bowl. It's used to serve three or four small dippers of Ice Cream in assorted flavors.



MR. HENNERICH: Skill and cooperation will assure a smooth running, efficient soda fountain. It is generally agreed that upwards of 50% of soda fountain sales are the result of impulse buying. These impulses are quickened by the soda fountain appearance, by the tempting drinks and dishes and by the friendly interested service. Correct dispensing, however, is not complete until the customer has been served.



MAKING ICE CREAM COMBINATIONS

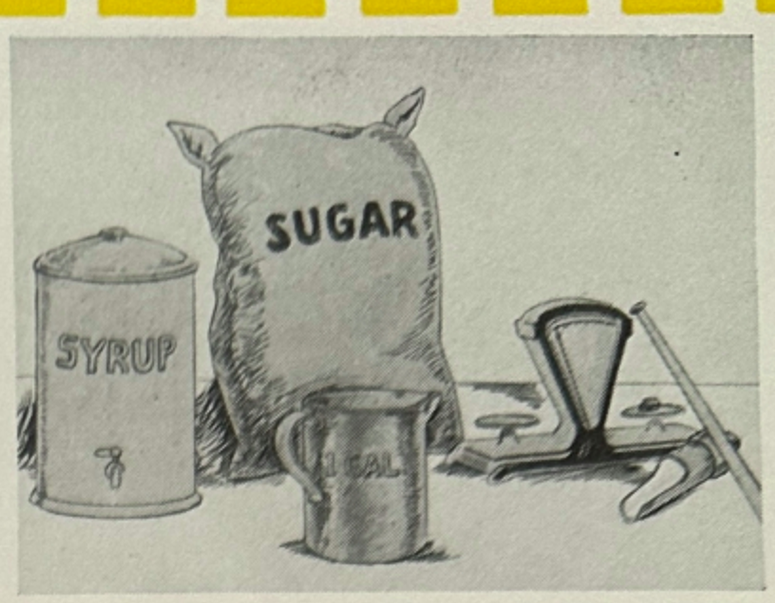
The techniques pictured and explained in "Dispenser Techniques" are here carried through to the making and serving of Ice Cream dishes and drinks with eye and taste appeal.

Practice in the preparation of sundaes, Ice Cream Sodas, milk drinks, etc. is made interesting by the photographs which chart the steps, and by the comment which explains the reason for particular procedure.

This is either standard instruction or a "refresher course"—depending on the experience of the reader. In either case, you will find the clear directions interesting and informative.







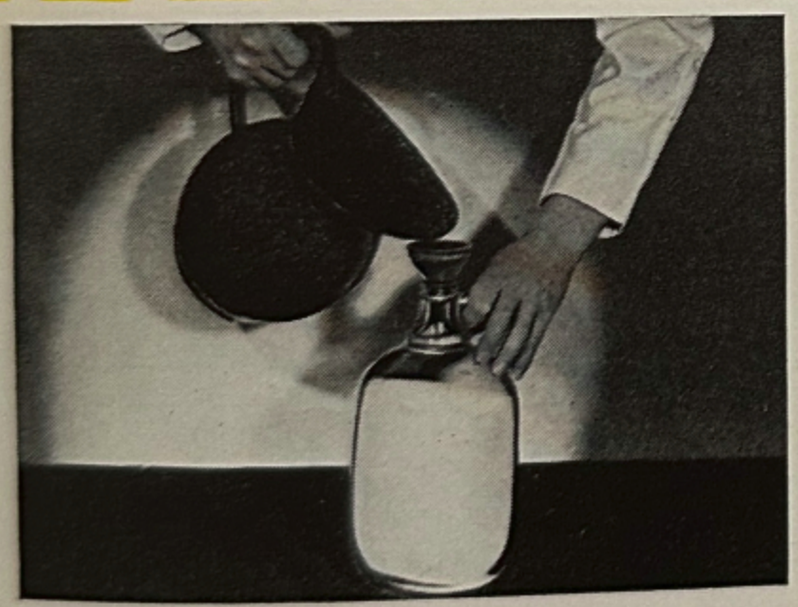


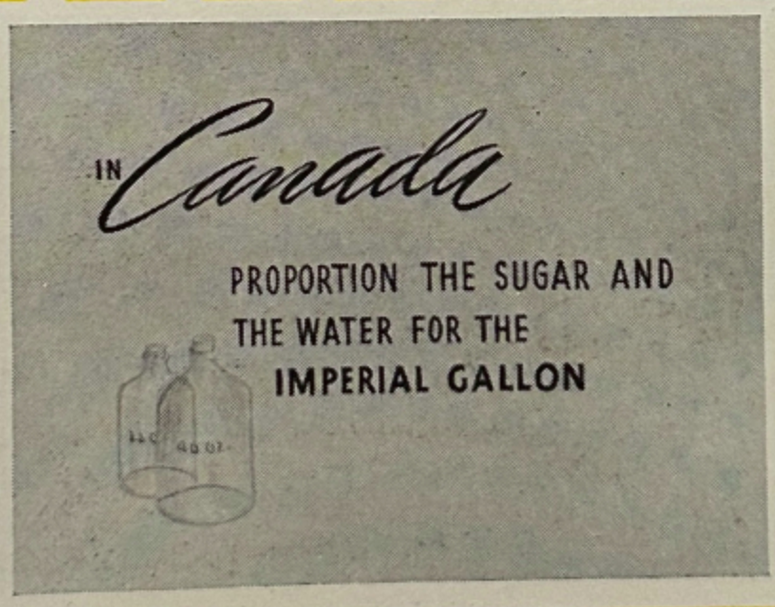
The methods and procedures to be explained in the following pages have been adopted after hundreds of tests at soda fountains with real customers. These procedures make it easier for you to prepare uniformly excellent Ice Cream dishes which build repeat business and at the same time make possible accurate cost figures and so a satisfactory profit.

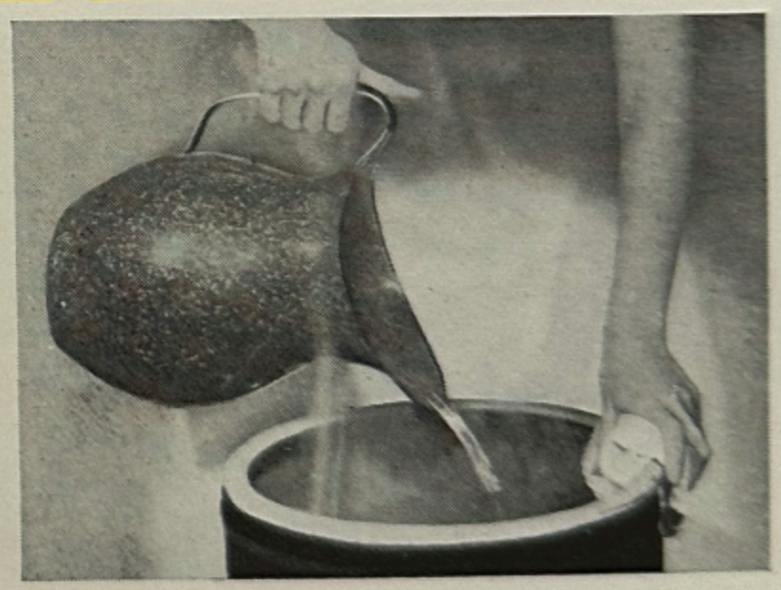
Syrups and toppings enter into most soda fountain services, so first we'll see their preparation for soda fountain use . . . and correct portioning for cost control. Most soda fountains buy prepared concentrated fruit toppings and blend them with simple syrup for ready-to-use consistency.

Simple syrup is a solution of sugar in water—simple, isn't it? Make it this way: Formula 1. Bring one gallon of water to a vigorous boil, turn off the heat, add fourteen pounds of sugar, stir until dissolved and allow to cool. Then strain through a cloth or filter paper into a sterilized crock or glass container, cover and store in a cool place. This yields a little over two gallons of simple syrup.











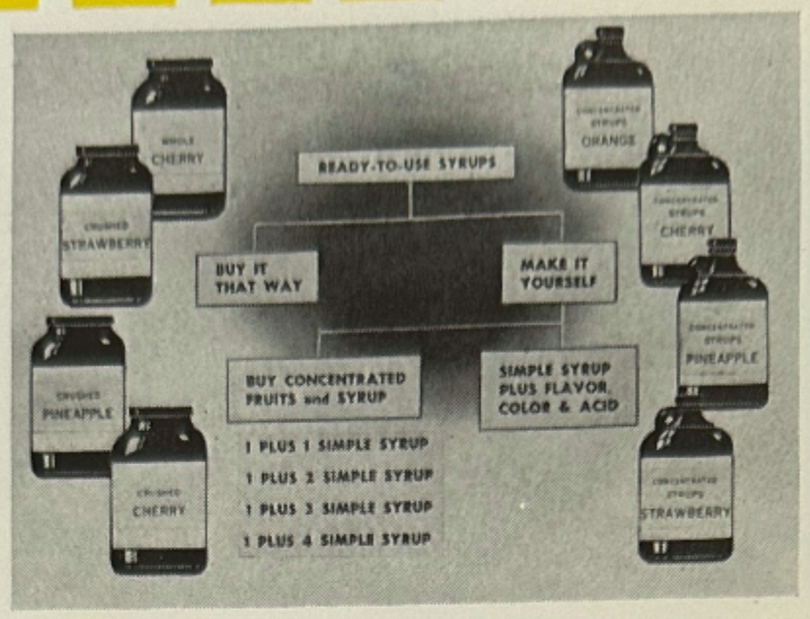
Formula 2: Measure six pounds of cane sugar into a gallon container, add enough water to fill, stir thoroughly until the sugar is dissolved and then strain through filter paper or cloth into a sterile glass or crockery container. This makes one gallon of simple syrup.

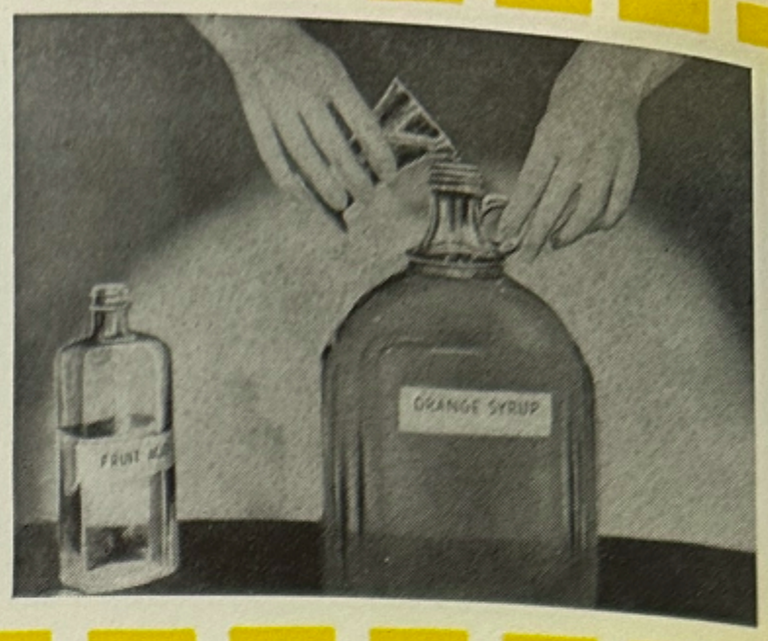
In Canada where the Imperial gallon is used, the proportion for Formula 1 is 17½ pounds of sugar to the Imperial gallon of boiling water (makes a little over two Imperial gallons of syrup). For Formula 2, use 7½ pounds of sugar in an Imperial gallon container and add water to fill.

Precaution—always wash and sterilize containers and utensils after making simple syrup. This is not only for health protection, but also is necessary to assure the keeping qualities of the syrup.







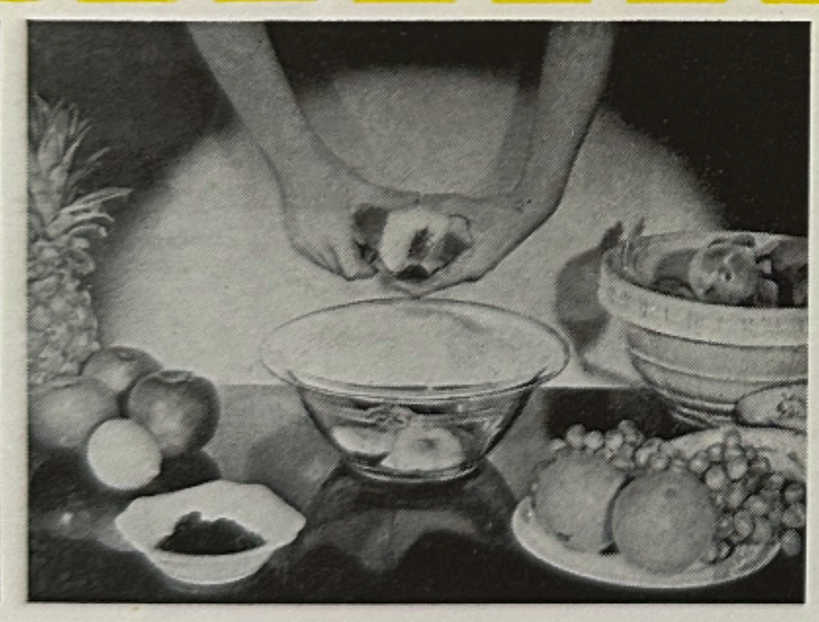


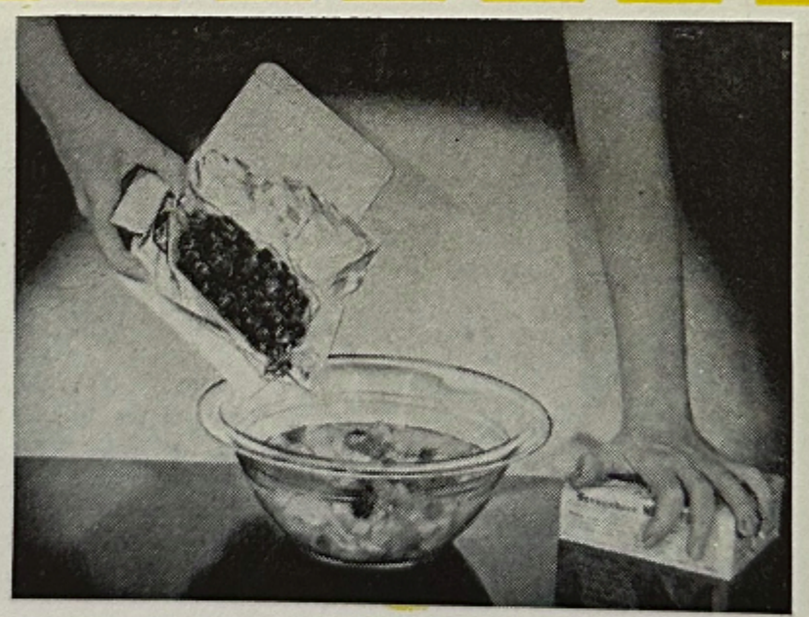
The usual blend of concentrated preserved *fruit* or fruit *sundae* topping or *nuts in syrup* and simple syrup is one plus two—that is . . . *one* measure of concentrated fruit or nuts in syrup plus *two* measures of simple syrup. This makes *three* measures of *ready-to-use* topping. Never dip into sterile, concentrated fruit with a wet or soiled spoon. There's danger of ruining the whole batch.

Another use for simple syrup is in preparing concentrated syrups which are bought by most fountains because of their uniformity in flavor. The proportion generally used is *one* measure of concentrated syrup plus *three* measures of simple syrup—this makes *four* measures of *ready-to-use* syrup.

To improve and *fortify* the flavor, many operators add one ounce of fruit acid to each gallon of *finished* syrup. This, of course, applies to fruit syrups *only*, and is used to sharpen the flavor slightly.









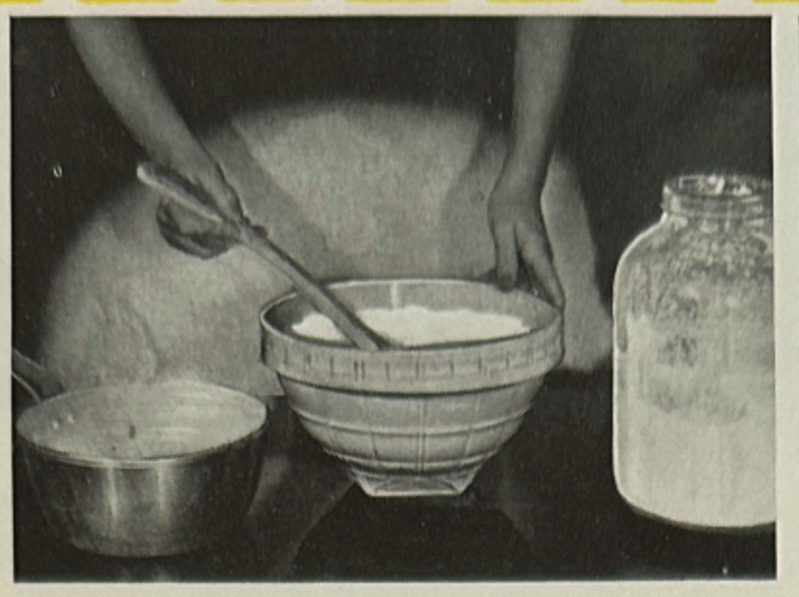
Fresh fruits are made ready for fountain service just as they would be for table use, except more heavily sweetened and more finely diced or sliced. *Prepare only enough for one day's needs.* One of the favorite fruit combination's is a fresh fruit salad . . . . acid and non-acid fresh fruits—apples, bananas, peaches, oranges, cherries, etc., are diced or sliced and sweetened. *To prevent discoloration, sprinkle with lemon or orange juice.*

Fresh frozen fruits—Frozen fruit when thawed should be transferred from its package to a glass container and kept covered and under refrigeration. If additional sweetness is desired, sugar or simple syrup should be added *after* the fruit has thawed.

Hot Fudge Topping—This is bought ready for use. Transfer directly from the container into the fudge warmer. Best holding temperatures are 135° to 150° Fahrenheit. Check with thermometer. If temperature goes as low as 110 degrees F., there is danger of spoilage. Whip with a ladle occasionally during serving hours. And sometimes, to prevent caking or hardening, add a small quantity of milk or water—whip in thoroughly, while the fudge is *warm*.











In serving hot fudge over Ice Cream, always pour it slowly. This allows the fudge to congeal on the surface of the Ice Cream and prevents it from running to the side or bottom of the dish. Never let the ladle touch the Ice Cream.

Cold fudges—Blend butter scotch fudge with an equal amount of simple syrup. *Other* cold fudges, mix with enough *milk* or water to make just right for ladling—neither too thin nor too thick. Follow directions on container. To prepare marsmallow and, incidentally, to double its volume, beat hot water a little at a time thoroughly into the marshmallow until it's fluffy.

Always measure. Use your scale or liquid measures. Follow the tables given here and you'll obtain quality products with consistent flavor. Flavor gives taste appeal and customer satisfaction. Often one flavor, like chocolate, which is outstandingly different from that of other soda fountains, can build a reputation for an individual store.







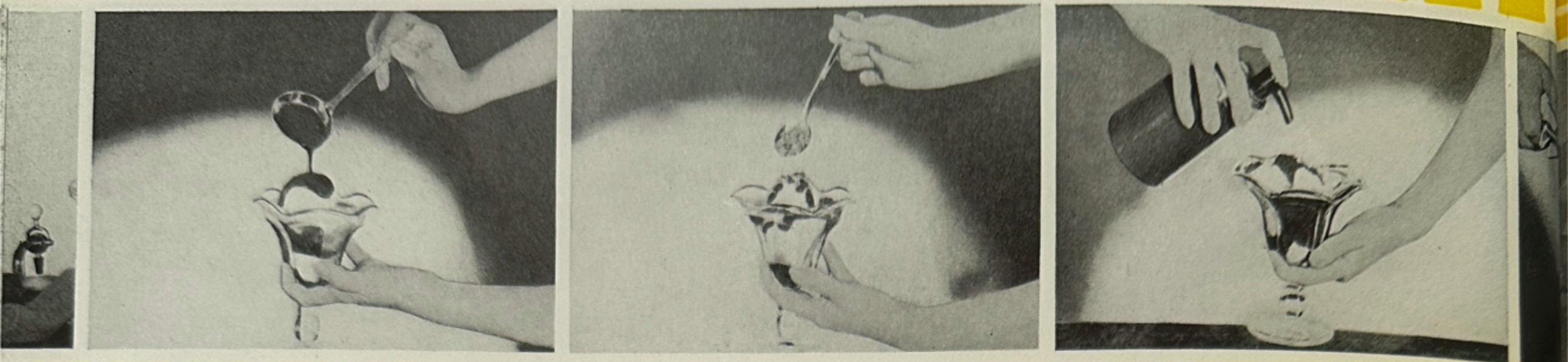




So you want to know the last word on making a sundae? Okay! Watch closely, listen carefully and I'll tell you how it's done. First, select a clean sundae dish that isn't cracked or chipped, and hold the dish between your fingers and close to the bottom of the bowl.

Next, pour one-half ounce of fruit topping or fudge into the bottom of the dish. This adds to eye appeal and eating quality.

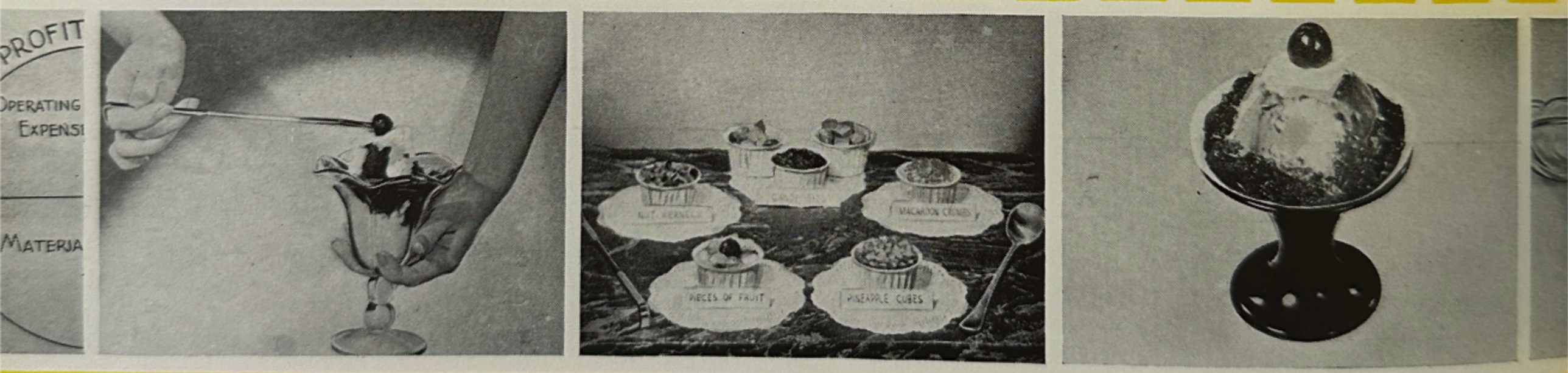
Now . . . add one dipper of Ice Cream. Then . . . put another dipper of Ice Cream on top of the first dip.



Then, cover the Ice Cream with one ounce of fruit topping or fudge. This, with the topping you put into the bottom of the dish, totals one and one-half ounces—an amount you should neither *under-portion nor exceed.* One and one-half ounces is just right!

If you're making a nut sundae, cover the entire surface of the sundae. Dry nuts should be sprinkled with a spoon and nuts in syrup should be ladled carefully so the mixture doesn't overflow.

Then add whipped cream—either with a spoon or with one of those handy gadgets, like the auto-whip.



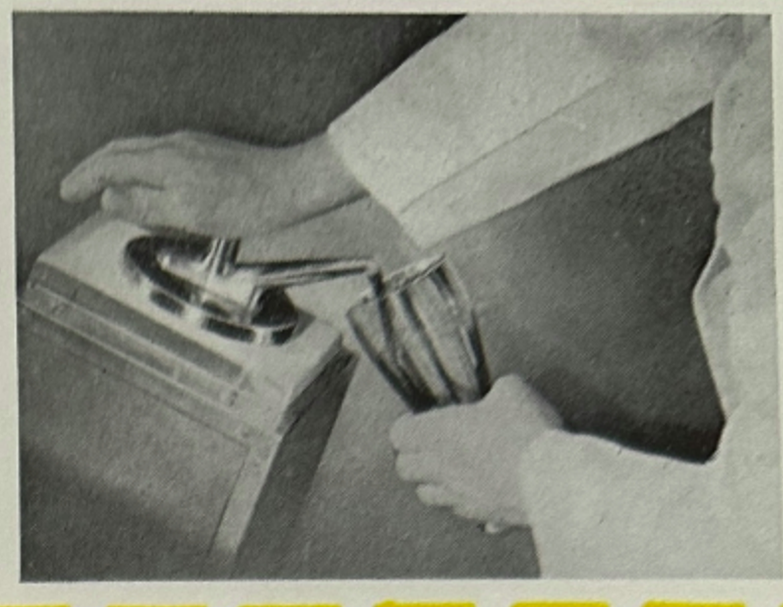
Finally—the skillful dispenser, proud of his composition, completes the glamour of the sundae by the artistic placement of the garnish. This doesn't just mean sticking a cherry on top. No sir—there are plenty of other garnishes besides whole maraschino cherries.

Such things as pineapple cubes . . . pieces of fruit . . . small candy bits . . . nut kernels . . . macaroon crumbs. Try them sometimes—and always remember to handle the garnish with prongs or a spoon. *Never use your fingers.*

When making sundaes in paper service, follow the same procedure.





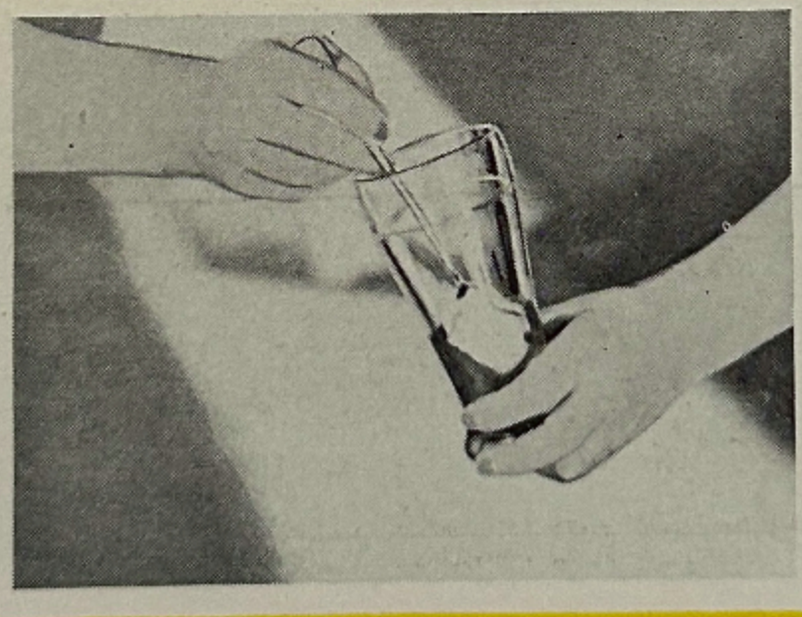


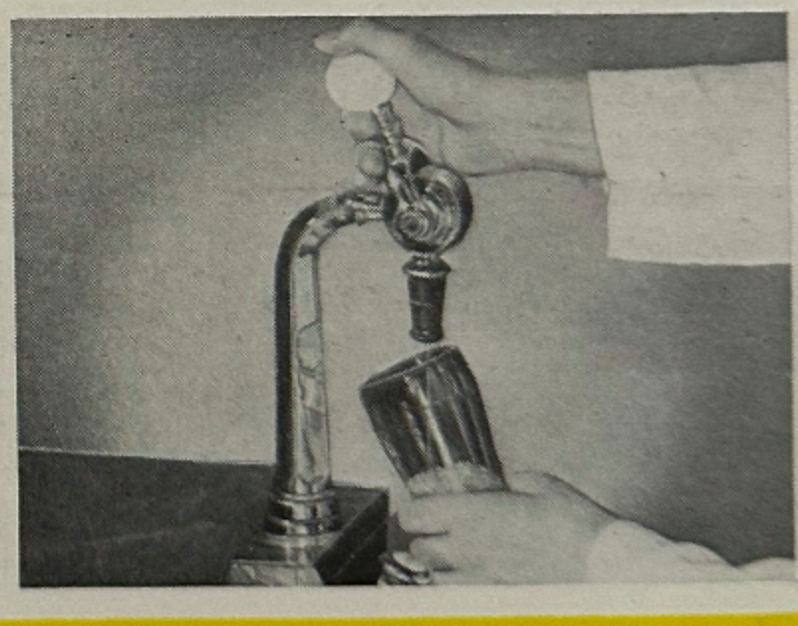
Then serve the sundae on a clean paper doily or doily covered plate with a clean, dry, shiny spoon at the side (not in the sundae) next to a napkin and the glass of water—and with a smile from you. This not only puts the sundae right in the *spotlight* making it seem exciting and important, but strengthens your customer's feeling that yours is a clean, sanitary soda fountain.

And now the Ice Cream soda, one of the "Big Three" services at the soda fountain. First select a sparkling clean soda glass without chips or cracks, or a paper soda cup.

If it's a 14 ounce glass—put in one and one-half ounces of syrup or fruit in syrup, or proportionately less if the glass is smaller. Many soda glasses have a marked syrup line as a guide.







Add one soda spoon of *Ice Cream* or whipped cream *or* one and one-half ounces of fresh *coffee cream* to the syrup. These additional *milk solids* improve the body and help hold the foam or bead longer.

Blend syrup and Ice Cream thoroughly with the soda spoon. If fluid cream or whipped cream is used, spoon blending isn't necessary—The force of the fine stream carbonated water does the blending.

Hold the soda glass with the mixture fairly close under the draft arm nozzle in a tilted position. Then, while you move the glass in a circular motion, direct the fine strean. of carbonated water to hit the *side* of the glass just above the syrup mixture until glass is three-fourths full. This assures even flavor distribution, and does away with additional stirring.

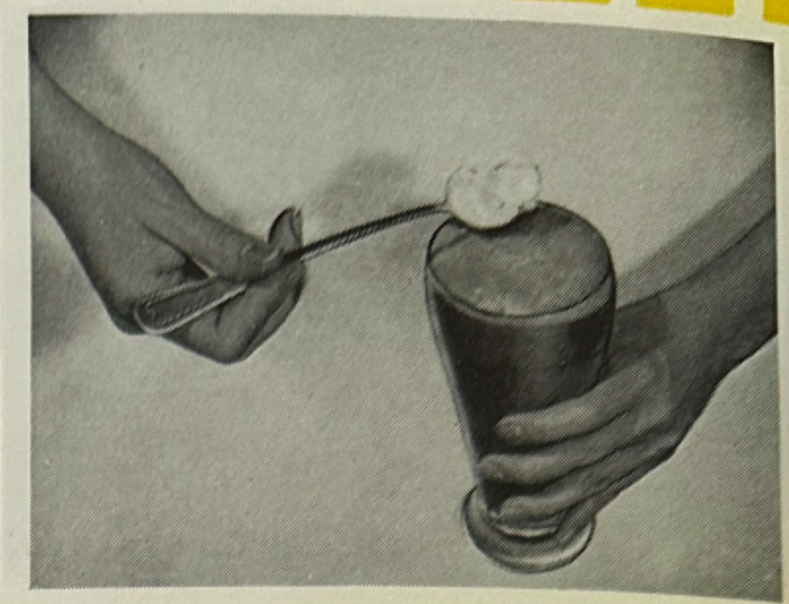




When the glass is three-fourths full, float one dipper of Ice Cream into the carbonated mixture. . Then . . float in the second dipper of Ice Cream.



If the glass isn't full, push down the Ice Cream with the soda spoon and fill it with additional carbonated water. Coarse stream for large bead, or fine stream for a small, foamy bead. Holding down the Ice Cream protects it from the direct force of the carbonated water, maintains portion size and prevents the formation of ice crystals.



Garnish your soda with whipped cream at the side of the glass near the top—and give it a *good sendoff!*

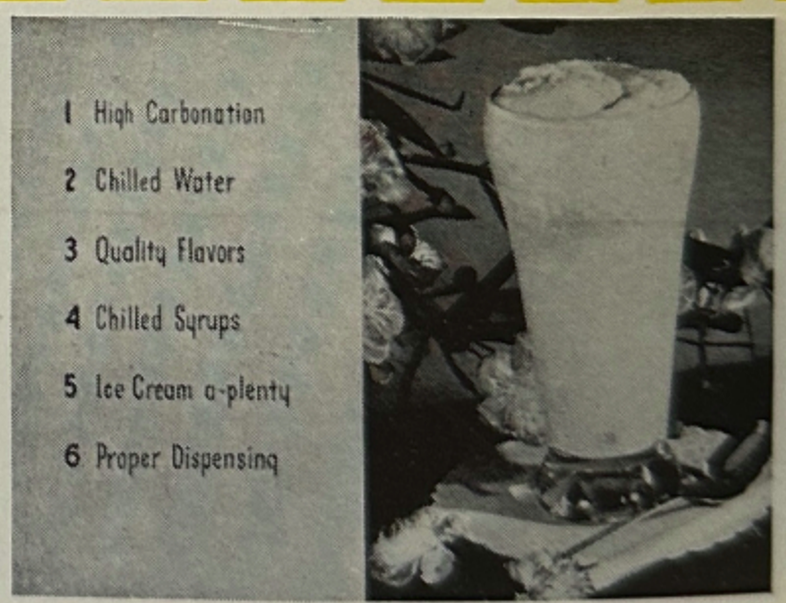




When making an Ice Cream soda in paper service, follow the same procedure.



Smile and serve with spoon and straws on a doily or doily covered plate next to the napkin. Like this—a combination of good old-fashioned friendliness and appetite appeal that customers find irresistible.



Remember, these six factors identify *quality* in an Ice Cream soda:

1. High Carbonation
2. Chilled Water
3. Quality Flavors
4. Chilled Syrups
5. Ice Cream a-plenty
6. Proper Dispensing









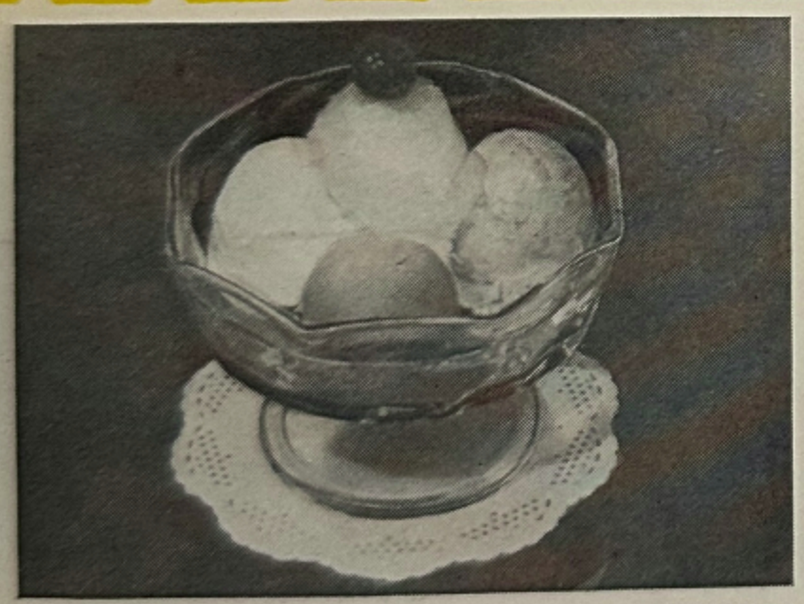


Ice Cream Cones—proper dispensing is a valuable "know how" in connection with Ice Cream cones, too. Cone stock should be kept in a cool, dry place. Cone dispensers are ideal for service. In taking the cone from the dispensing unit use a paper napkin and then follow the approved dipping routine to fill your dipper with Ice Cream.

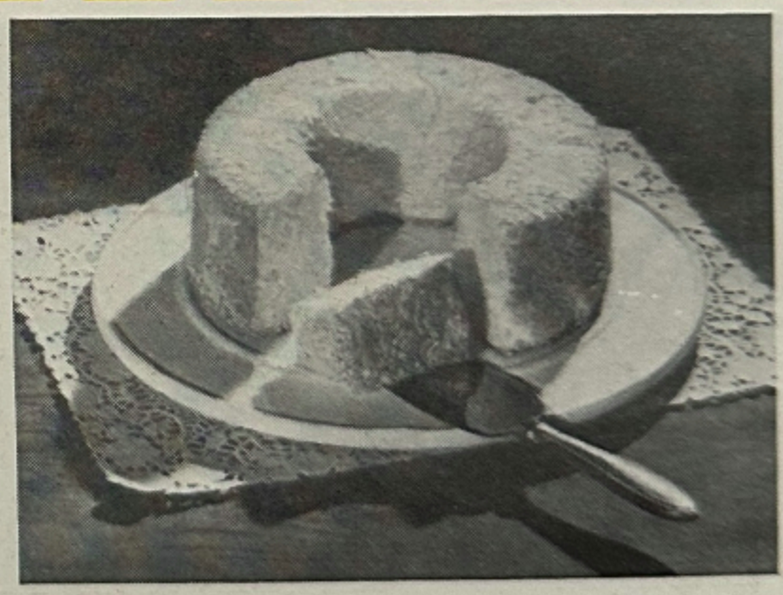
Place a single dip of Ice Cream firmly on the cone and then release it from the dipper. With the outside of the dipper bowl, press the ball of Ice Cream gently but firmly on the cone. Notice that the paper napkin remains around the cone during this operation. Then with a smile, hand it to your customer.

The Dish of Ice Cream. Generous portions of Ice Cream—served right—will bring in and bring back a lot of customers. Here are several services. The berry dish filled with spoon-dipped Ice Cream, the tulip and crimped glass, usually filled with two dippers of Ice Cream and garnished with a cherry.









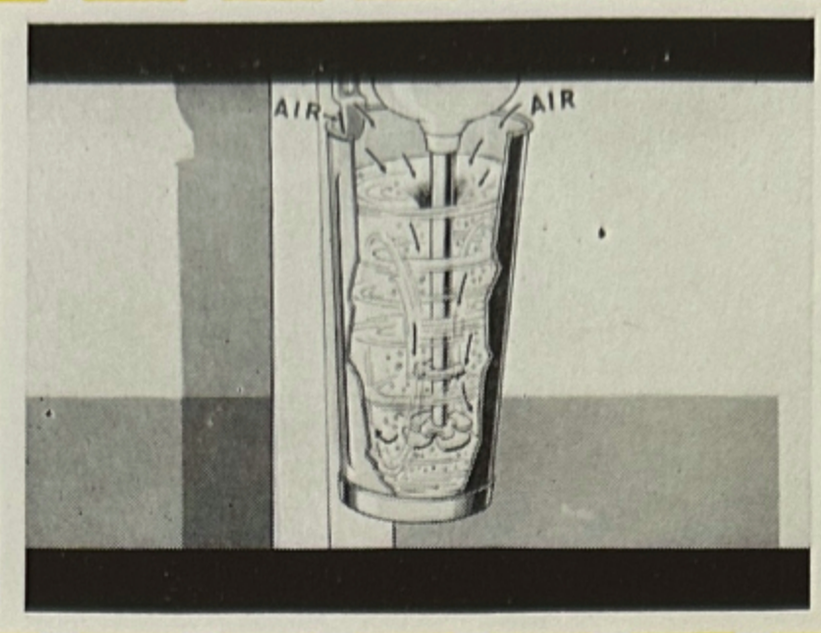


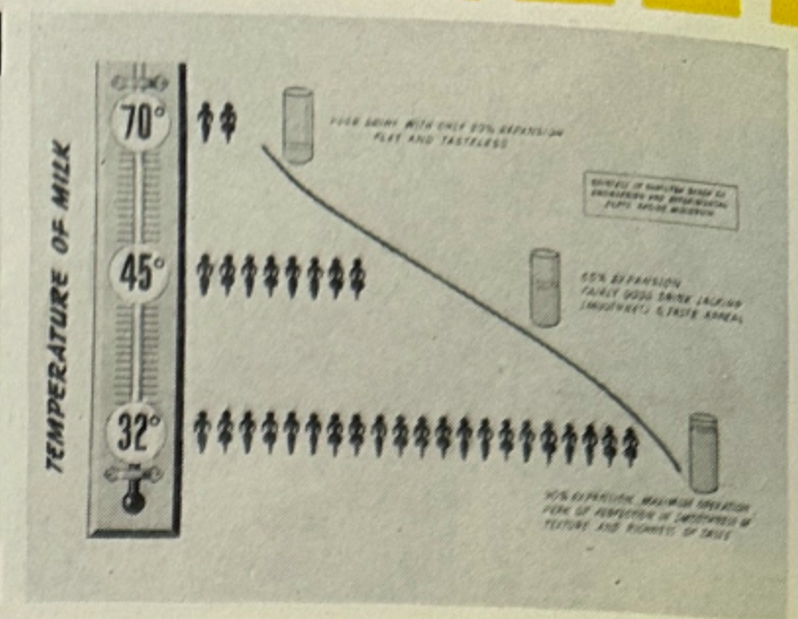
The Ice Cream bowl—filled with 3 dippers of Ice Cream, garnished by topping with a dipper of fruit sherbet or fruit ice, and decorated with a cherry.

Ice Cream mixed drinks are next on our schedule. They're tasty, nourishing and if they're well made, can win you plenty of praise both from your customers and your boss. Tastier mixed drinks sell more Ice Cream. By making an outstanding, always uniform, mixed drink, you will soon establish a reputation that builds volume in this profitable Ice Cream combination.

Maximum aeration is the secret of a finer mixed drink. Let us look to the angel cake as an example. Note its light, fluffy texture. This is the result of aeration. It is commonly accepted that the lighter cakes have a more delicate, richer and more uniform flavor.



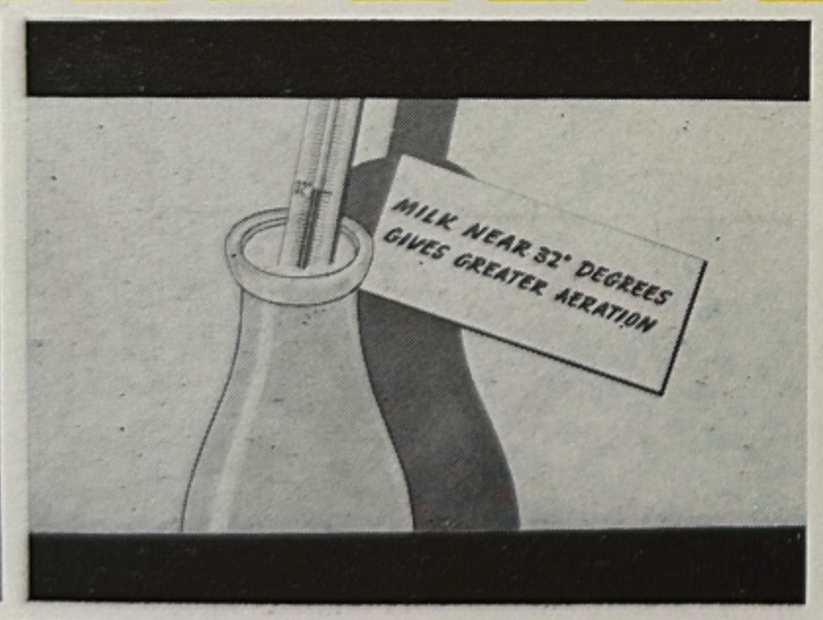


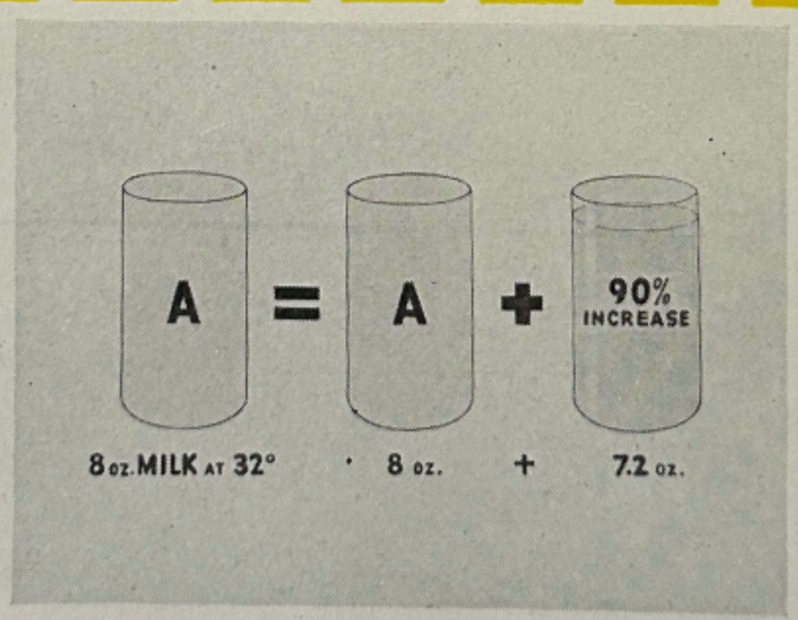


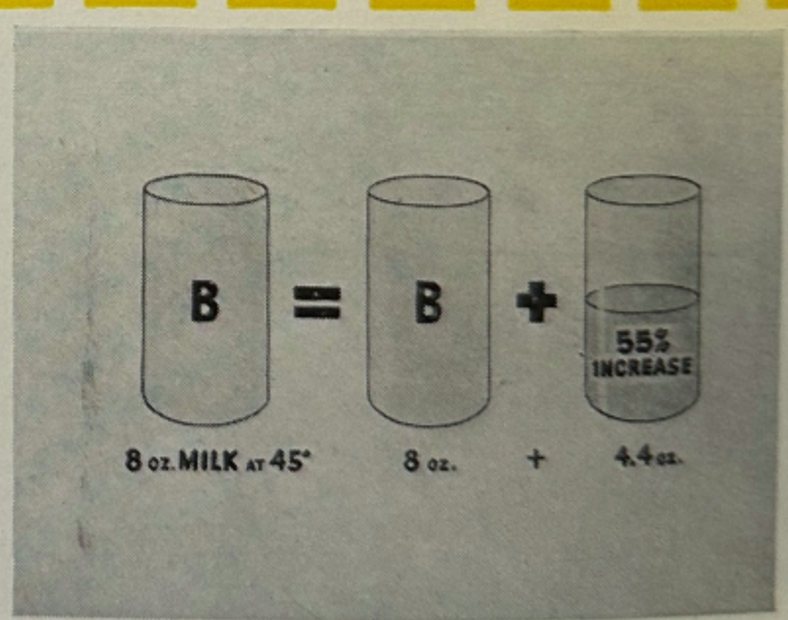
And so it is with a well-made mixed milk drink. The air whipped into it forms thousands of little air pockets. These fluff the drink . . . make it smooth and tempting, and carry the flavor to the mouth in all its delicious goodness.

Yes, from the standpoint of quality, volume and flavor, air is an important ingredient in any milk drink. Air is incorporated into mixed drinks by means of an agitator. As the agitator spins, air is sucked down into the whirlpool created. Then, as the milk, Ice Cream and flavor are mixed, the air is whipped into it!

But the agitator *alone* is not responsible for the high degree of aeration which marks a well-made mixed drink. No—part of it is the result of aeration "know how" on the *dispenser's* part. For instance:





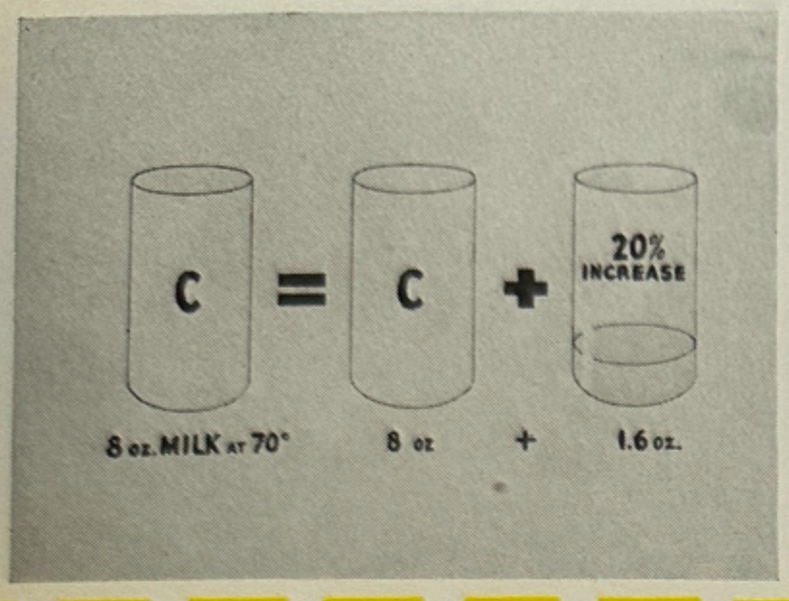


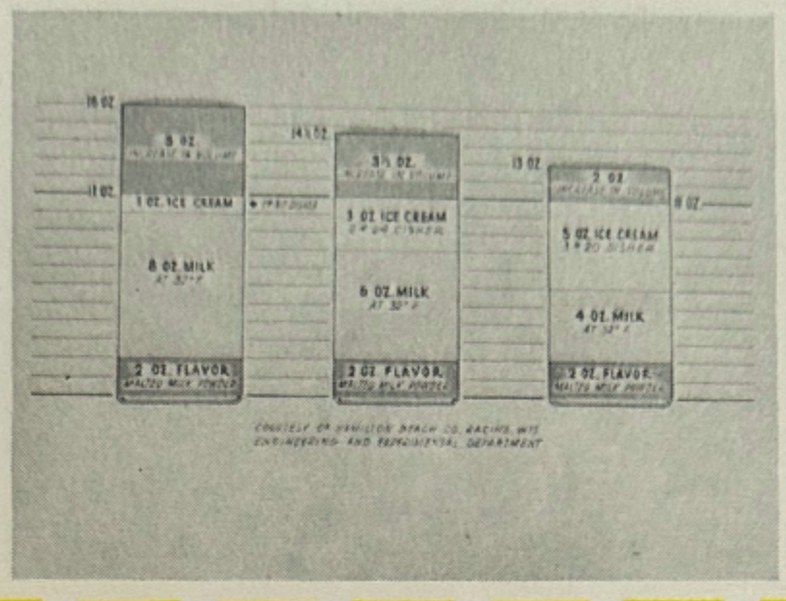
Milk kept down near the freezing temperature will absorb the greatest aeration, as shown by a simple test. Three pairs of glasses were arranged, in one of each pair was put 8 ounces of milk at the following temperatures: 32° Fahrenheit; 45° Fahrenheit; and 70° Fahrenheit. Each was placed on mixer and agitated for the same time.

Then poured back into the original glass—using the second glass of the pair for overrun. You see the immediate effect of temperature on overrun. The milk which was 32 degree gives the greatest overrun—90% almost another glassful.

The 45 degree milk shows a 55% overrun—about a half glass increase in volume.







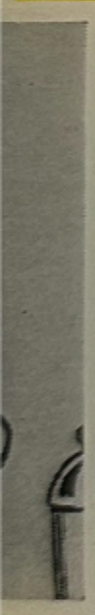


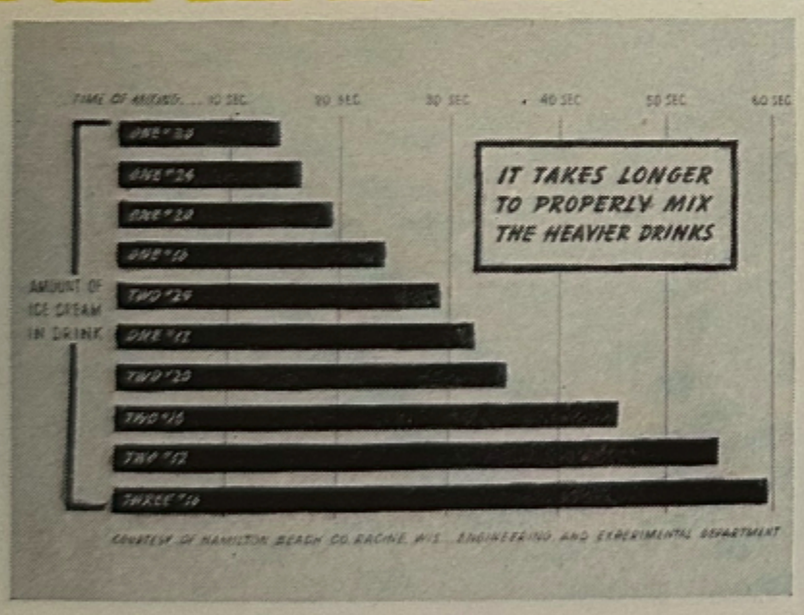


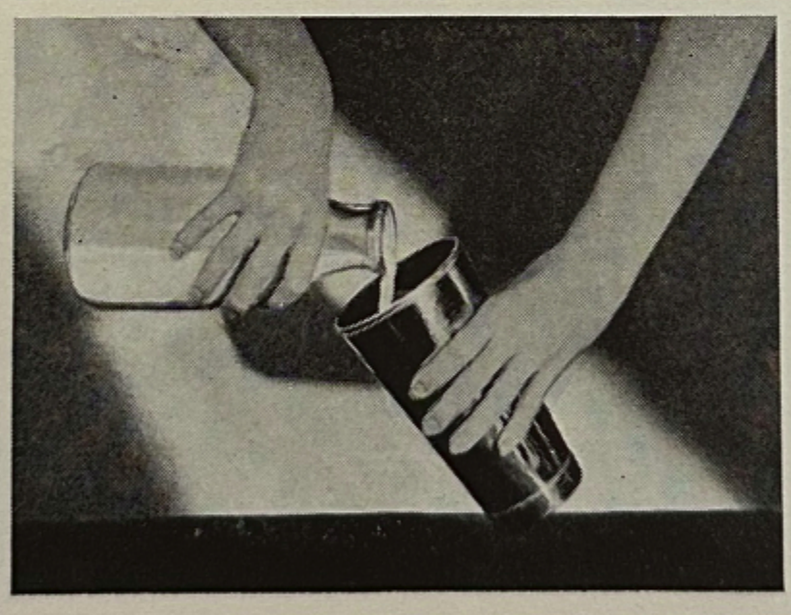
The 70 degree (room temperature) milk provides only a 20% overrun.

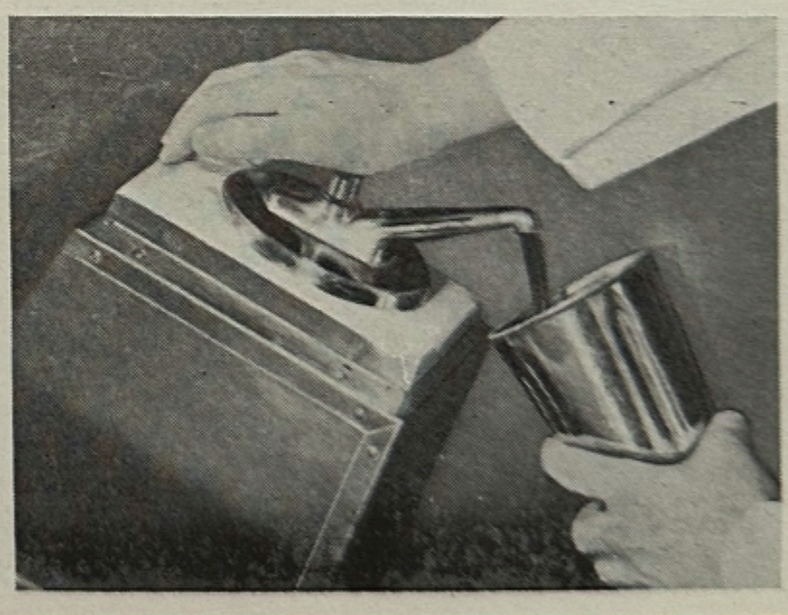
About 90% of a mixed Ice Cream drink is milk and Ice Cream; the other 10% may be malted milk and flavor. Since the Ice Cream is already aerated, the only room for expansion is in the milk. The *overrun* therefore, is decreased as the amount of Ice Cream is increased but you also get a heavier drink.

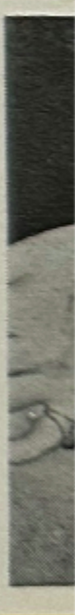
So keep your formula uniform, your milk temperature down, use plenty of Ice Cream, keep your mixing equipment right, mixing time regulated, and you'll keep your customers repeating, your sales up, and build a fountain reputation. And now, here's the formula . . .









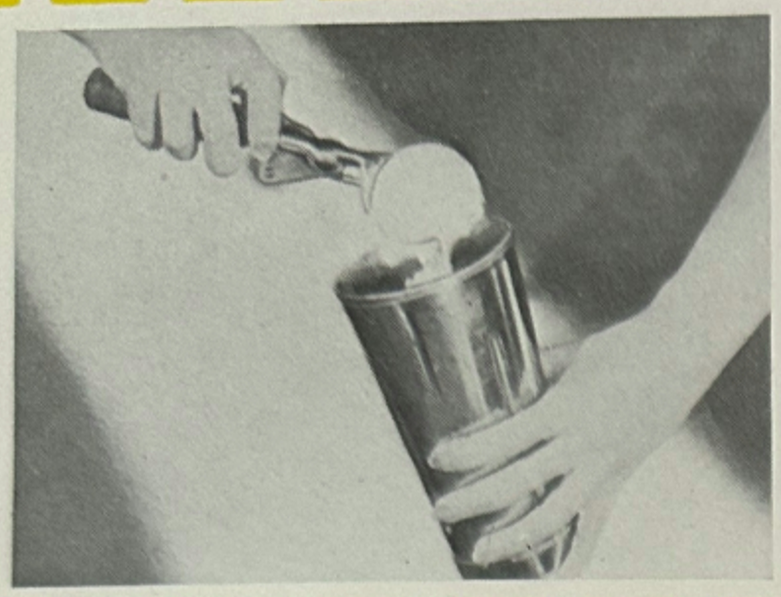


The amount of milk varies, of course, depending on whether you're making a lightweight, middleweight or heavyweight drink. The mixing time is increased as the proportion of Ice Cream to milk is increased.

For the lightweight drink . . . pour into a mixing cup, 6 ounces very cold pasteurized milk—or 5 ounces very cold homogenized milk. *Measure* — don't *guess.*

Add to the milk one and one-half ounces of syrup.

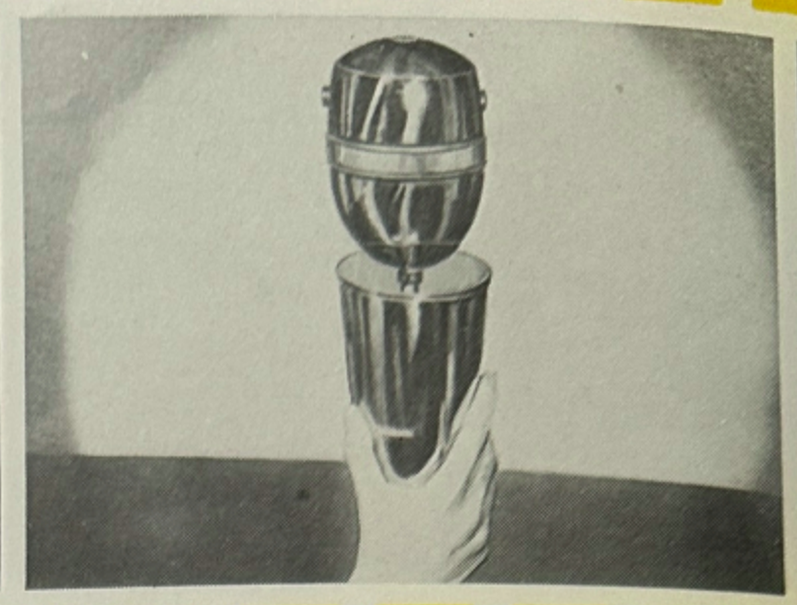




Next, put two dippers of Ice Cream into the mixing cup.



In making a malted milk, always add the malted powder last—one rounded spoonful or clip measure from the malt dispenser.



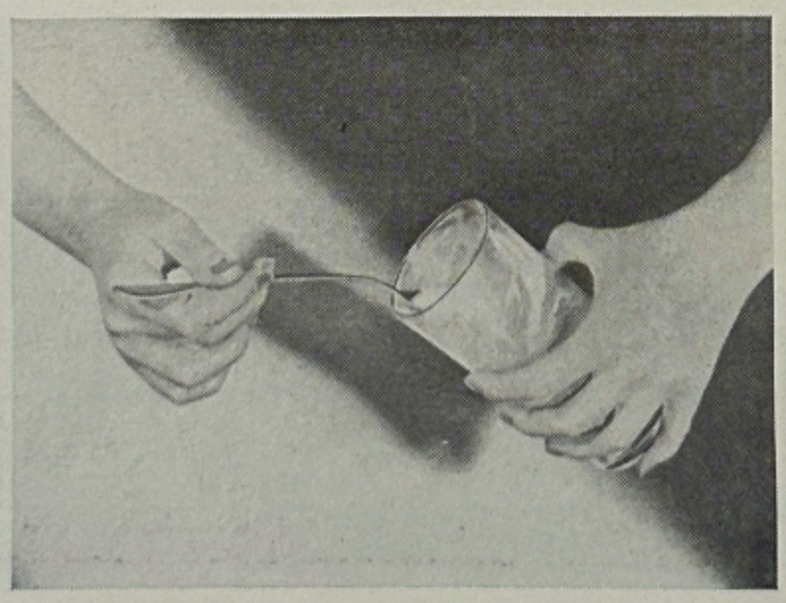
Place the cup on the mixer and leave it on long enough to blend the mixture smoothly.







And while the cup's on the mixer—whipping in those thousands of little air pockets, which mean so much to the texture of the finished drink—select a clean, thin-shell milk shake glass free from chips or cracks, and prepare it for service.



That means spotting one soda spoonful of whipped cream around the interior of the glass.

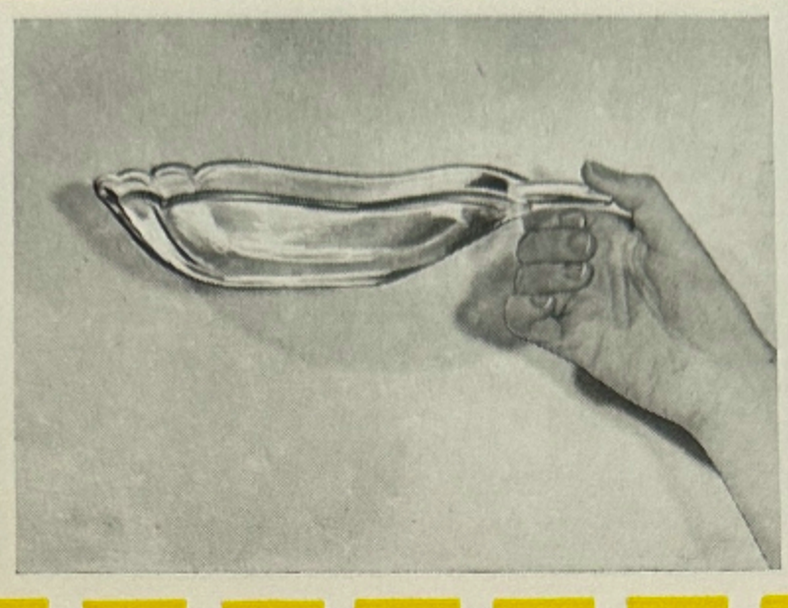


After you've done that, pour the mixture from the mixing cup into the glass, filling it not quite full.





Then give it a spotlite sendoff—the glass on a doily or doily-covered plate with straws, spoons and cookies and the mixing cup containing the overpour. Be sure that your mixing cup is sparkling clean. For table or booth service, the cup is usually eliminated, and the glass is filled to the top. Your smile completes the service.

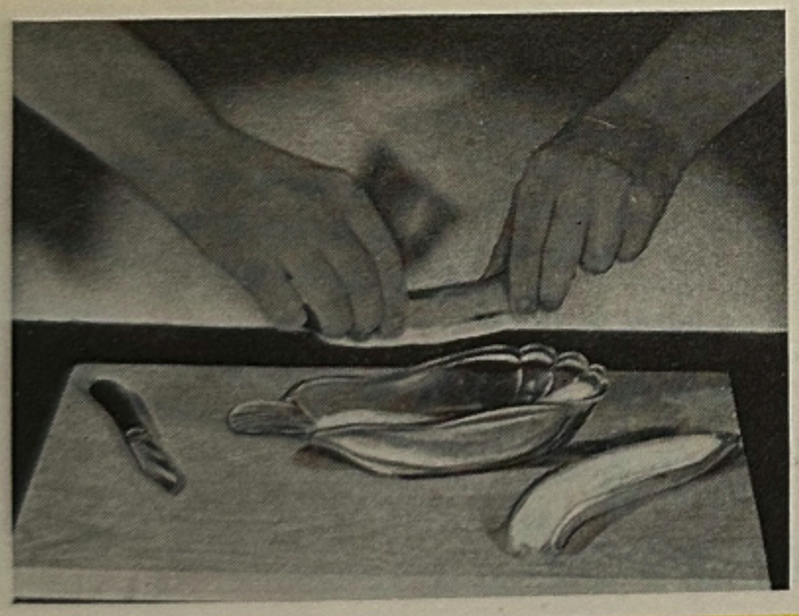


And now for the king of fountain specials—the Banana Split. First, select a clean, polished banana split dish and handle it by holding the extended end.

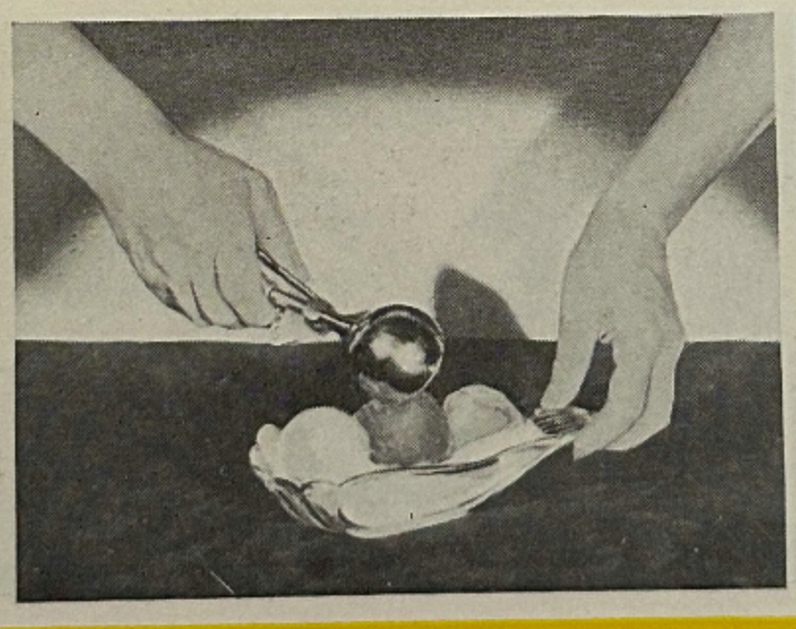


Second—select a fully-ripe medium sized banana. Split it in half lengthwise, *with the peel on.*





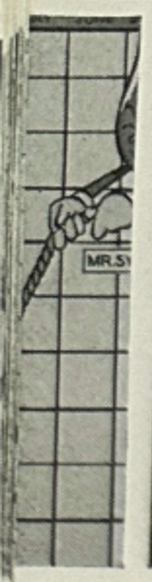
Third—place one-half of the banana on each side of the dish, flat side down, and then, with your forefinger and thumb, remove the peel from each half. Your hands touch only the peel.

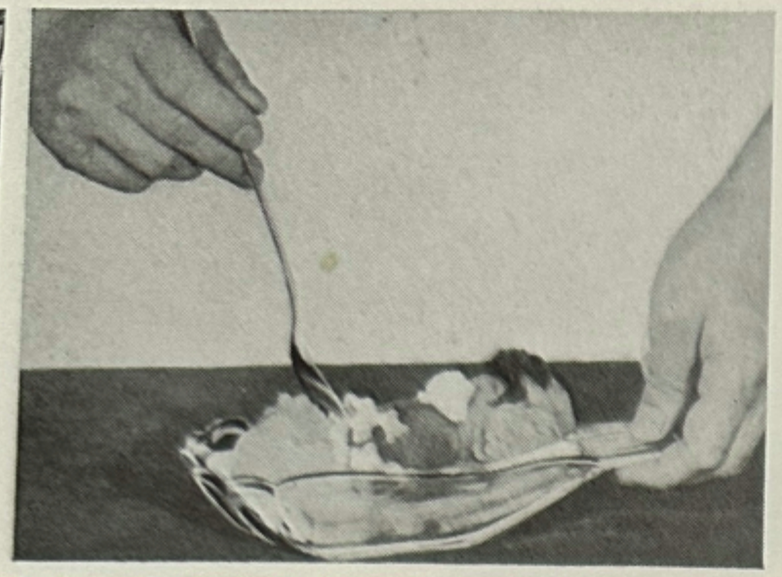


Fourth—place three number 24 dippers of Ice Cream on the banana halves; a dipper of vanilla on one end; a dipper of strawberry on the other end; and a dipper of chocolate in the middle, allowing the Ice Cream to remain high on the banana for eye appeal.



Top as follows: put one-half ounce of crushed pineapple over the vanilla Ice Cream . . . one-half ounce of strawberry over the strawberry Ice Cream . . . and cover the chocolate Ice Cream with one-half ounce of chocolate fudge . . . marshmallow . . . butterscotch or any similar topping.





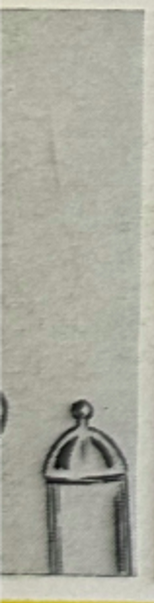
Garnish on the two end molds, or between center and end mold, with whipped cream—using either a spoon or autowhip.

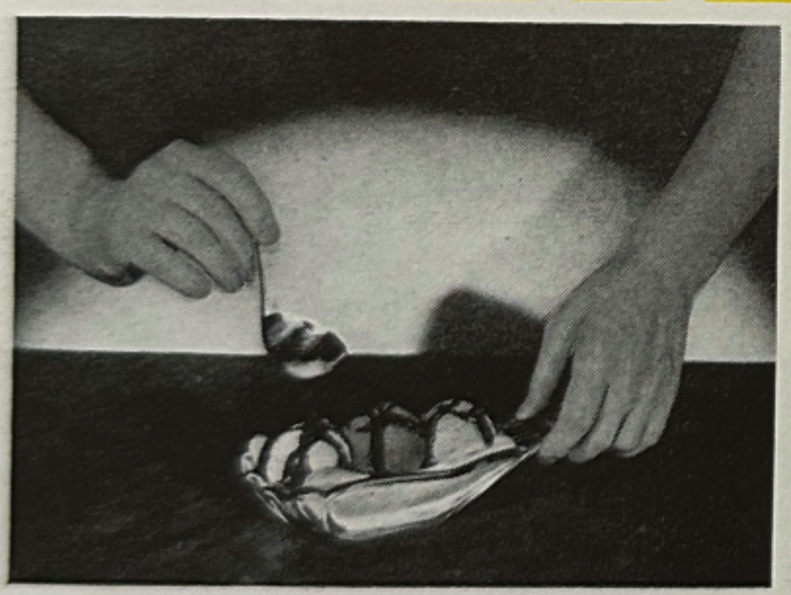


Then . . . sprinkle chopped dry nuts over the center mold.

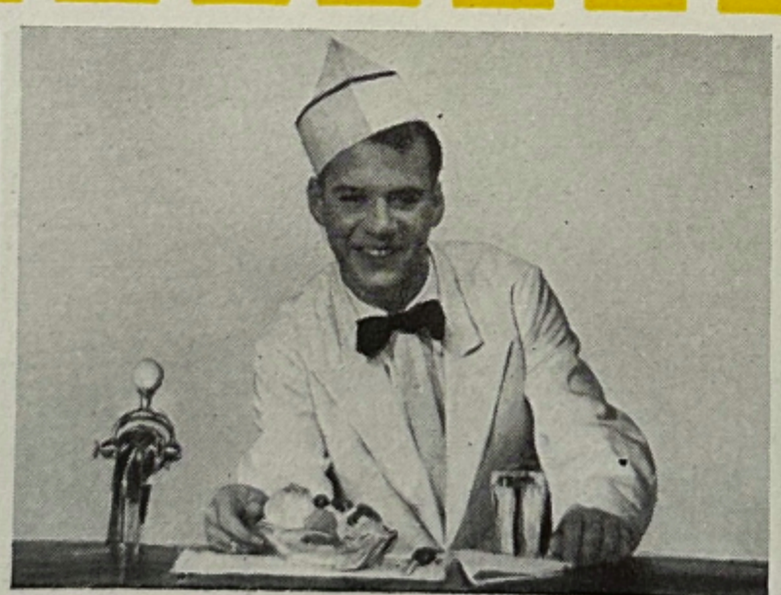


For the final touch of eye appeal, top each whipped cream covered mold with a cherry.





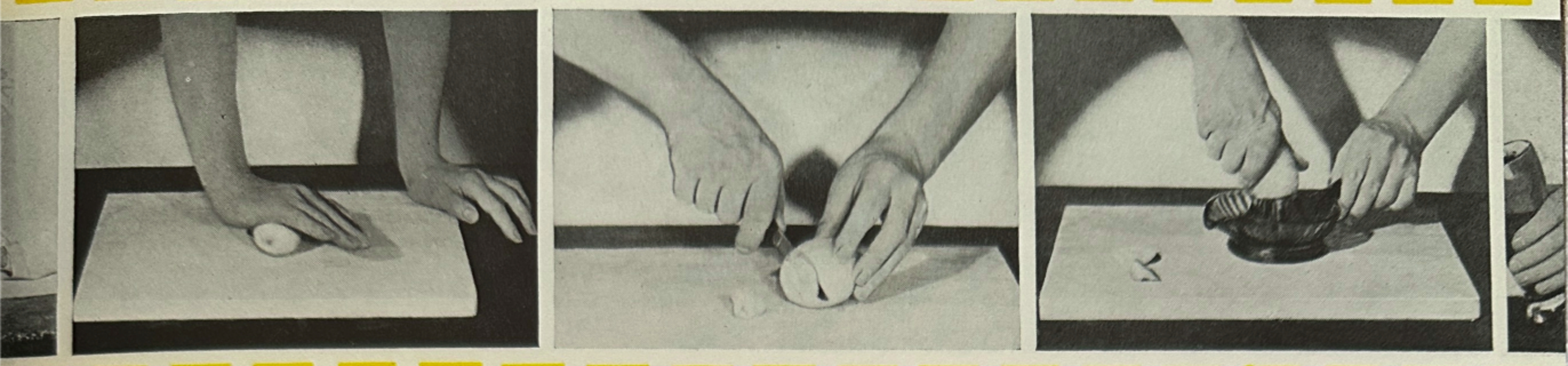
For so-called "customer's choice" banana splits, you follow the regular formula, except that you use only one flavor of topping—*as ordered by the customer*—for example, "Hot Fudge Banana Split." This single flavor, hot fudge, is ladled across the three molds of Ice Cream.



And whatever the flavor, give your banana split a spotlite sendoff. Smile . . . serve with a spoon, on a doily or place mat and a napkin.



Fruit ade—The fruit ade is usually made with fresh fruit juice and plain cold water. The three most popular flavors are—orange, lemon and lime. Always wash and dry fruit before using.



Select medium sized oranges, lemons and limes. Before cutting, roll the fruit on the cutting board with palm of hand to make juice extraction easier.

Next—if you're using medium or small oranges or lemons, cut off and discard the butt end and save the next slice for garnish. Large fruit and all limes should be halved in the regular manner.

Then, without further slicing, extract all the juice you can from the cut fruit with the aid of a hand reamer, pressure squeezer or power extractor.

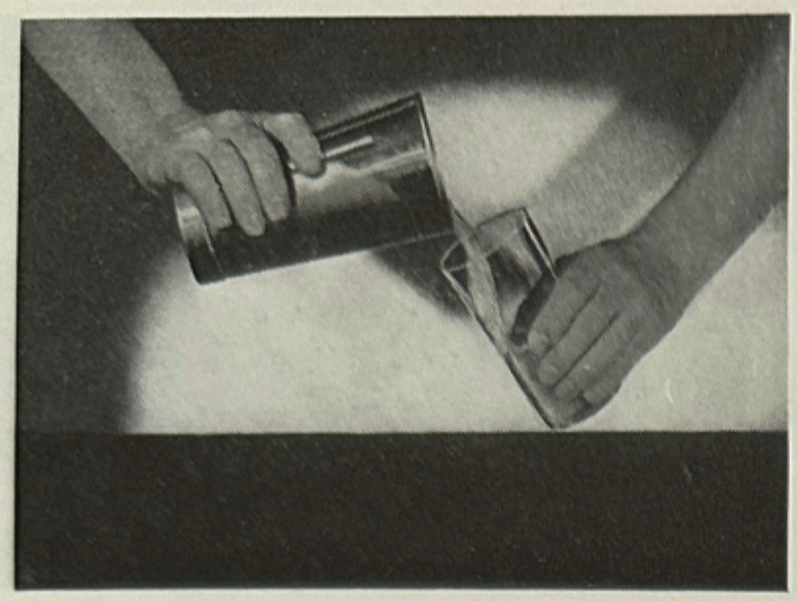


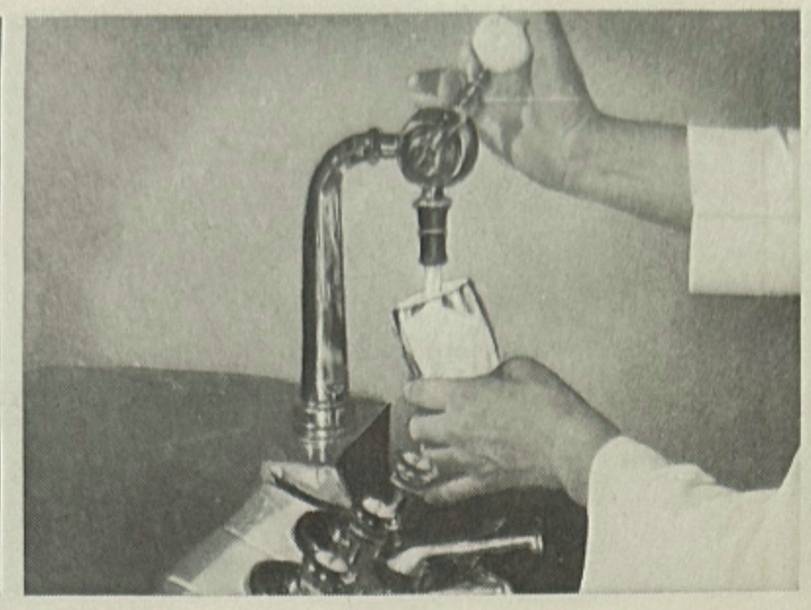
Pour the juice into a mixing cup, add simple syrup—one-half ounce if you're making an orangeade and one ounce if you're making a lemon or limeade.

Next . . . add one scoop of cracked ice and . . . five ounces of plain cold water, and place on mixer.

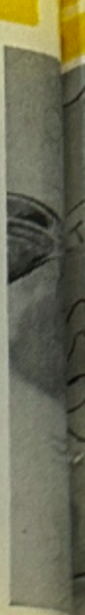
While the drink is on mixer, put one scoop of cracked ice into a clean, sparkling thin shell glass.







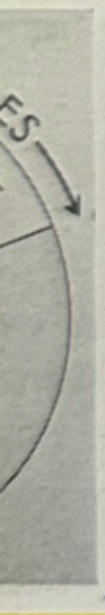




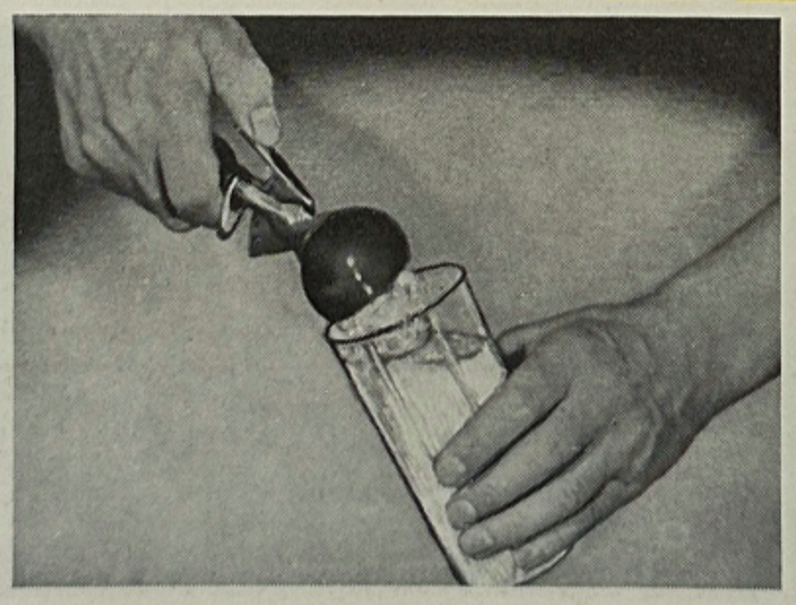
Then remove the cup from the mixer and pour its thoroughly blended ingredients into the iced glass.

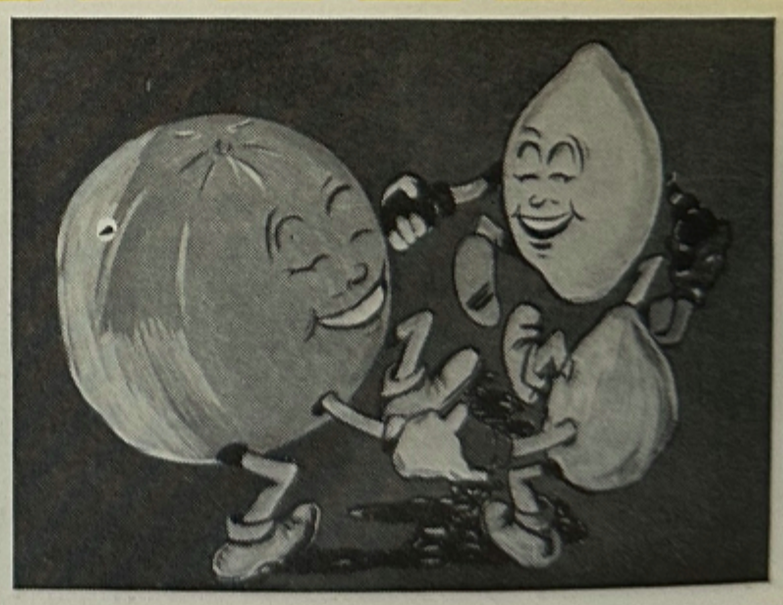
Finish filling the glass with plain or carbonated water, as ordered. The ade with carbonated water, by the way, is often called a rickey.

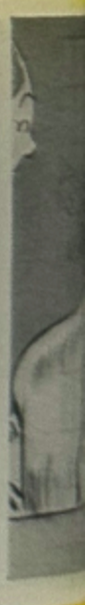
But whether an ade or a rickey, it still needs a garnish before it's complete. So add a cherry and, on the rim of a glass containing lemon or orangeade a slice of the fruit you saved for that purpose. Add color to the limeade by putting in one-half of the lime shell. Smile, serve with a spoon on a doily-covered plate next to the napkin.











Another drink that's mighty popular—especially with the college crowd—is the fruit ade float. And here's how you make it.

Fruit Ade Float: Proceed exactly as you would if you were making an ade, but when filling the glass omit ice, allowing space for topping the drink with one dipper of fruit ice or sherbet, the same flavor as the drink. Garnish and serve in the same manner as the fruit ade.

Fresh Fruit Freeze: The fresh fruit freeze is usually made with carbonated water, fresh fruit juice and fruit ice or sherbet. The three most popular flavors are orange, lemon and lime. Let us remind you again to wash and dry fruit before using.



Select medium to small size thin-skinned orange, lemon or lime. Roll fruit on cutting board with palm of hand to make juice extraction easier.

If you are using medium to large size fruit, cut in two and extract the juice from only one-half the fruit. If fruit is small (oranges 288's to 344's or lemons 432's to 490's) cut off and discard butt end, saving next slice for garnish. (Limes are generally halved in the usual manner.)

Extract juice from cut fruit. Put juice in mixing cup and add simple syrup . . . about three-fourths ounce for orange and one and one-fourth ounces for lemon or lime juice.

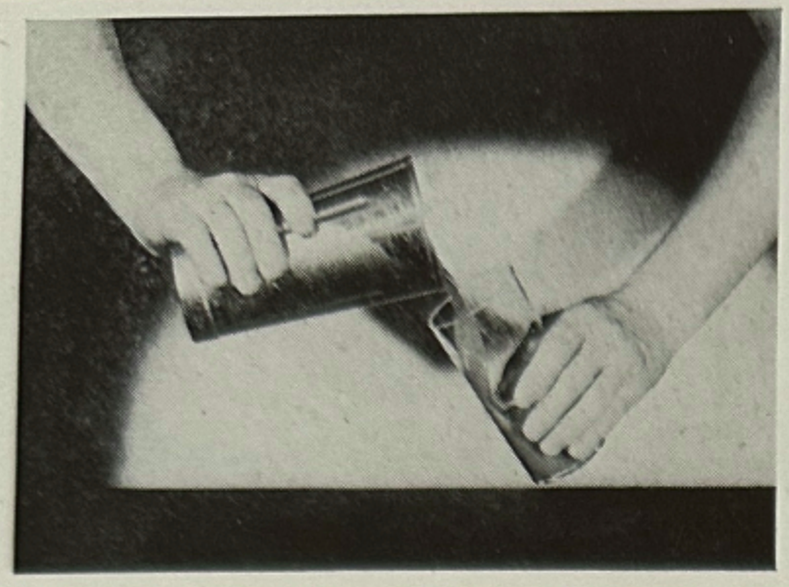


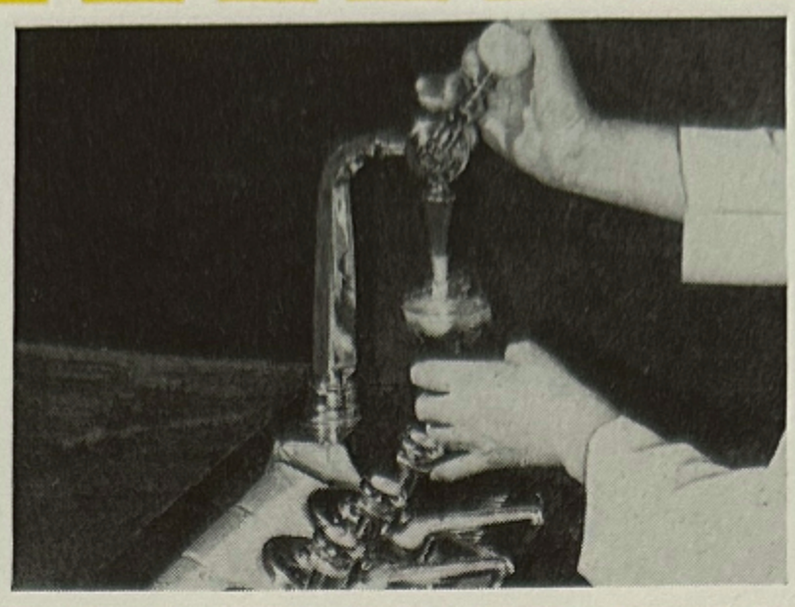
Add one scoop of cracked ice, and two number twenty-four dippers of fruit ice or sherbet, the same flavor as the drink. Finally . . .

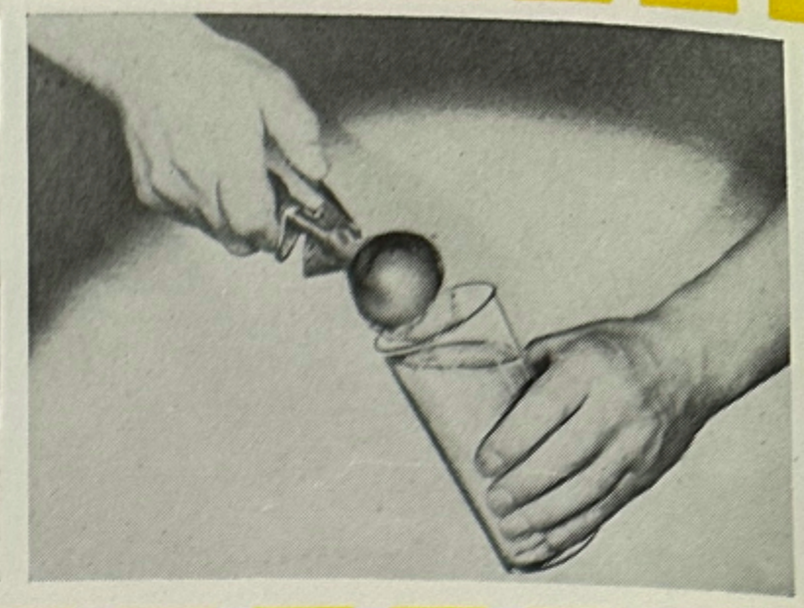
Add five ounces of carbonated water, and place on mixer.

Then while the drink is mixing, put one scoop of cracked ice into a thin shell glass, and . . .









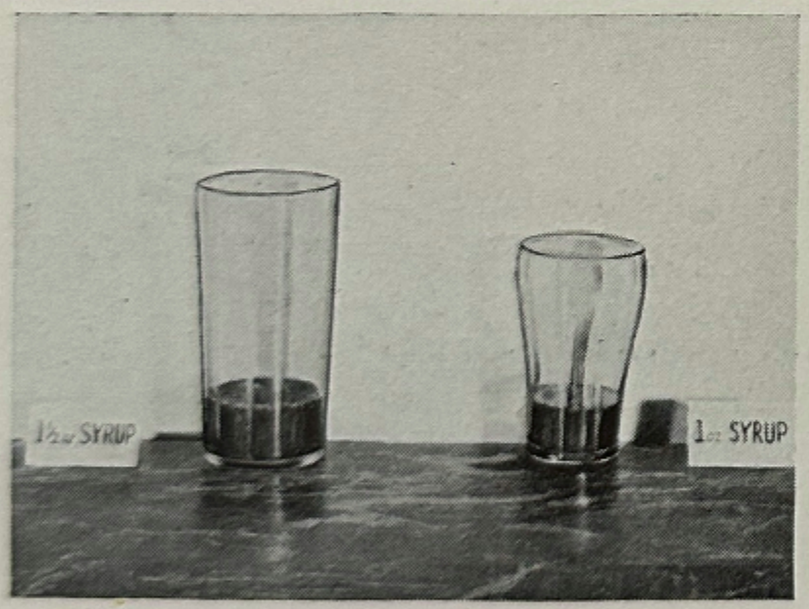


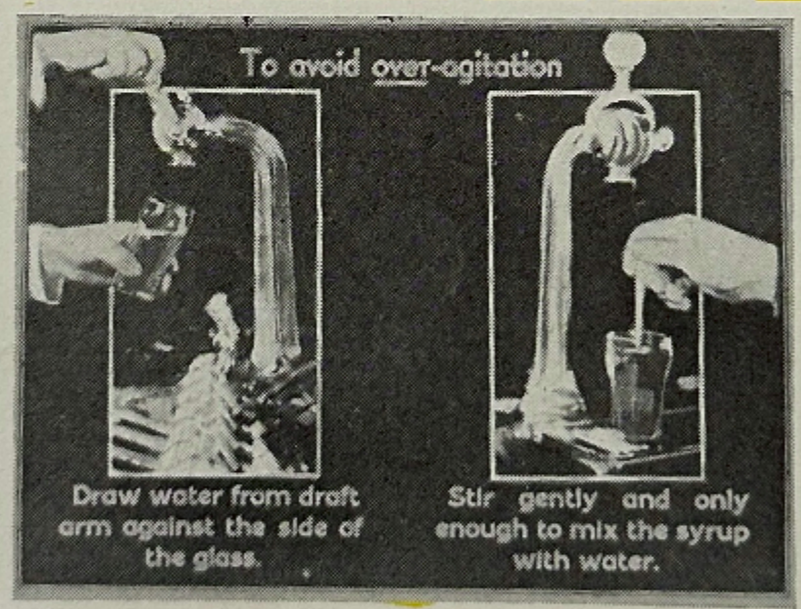
Remove the cup from the mixer and pour the blended ingredients into the iced glass.

If the glass isn't full, fill it with coarse stream carbonated water. Garnish the same way as an ade is garnished. Serve with spoon and straws on doily or doily-covered plate next to the napkin.

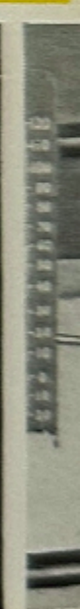
Freeze Float—a freeze float is made the same way as the freeze except that the cracked ice is omitted from the serving glass. Pour in mixture until glass is three-fourths full then add one No. 24 dipper of fruit ice or sherbet before garnishing.







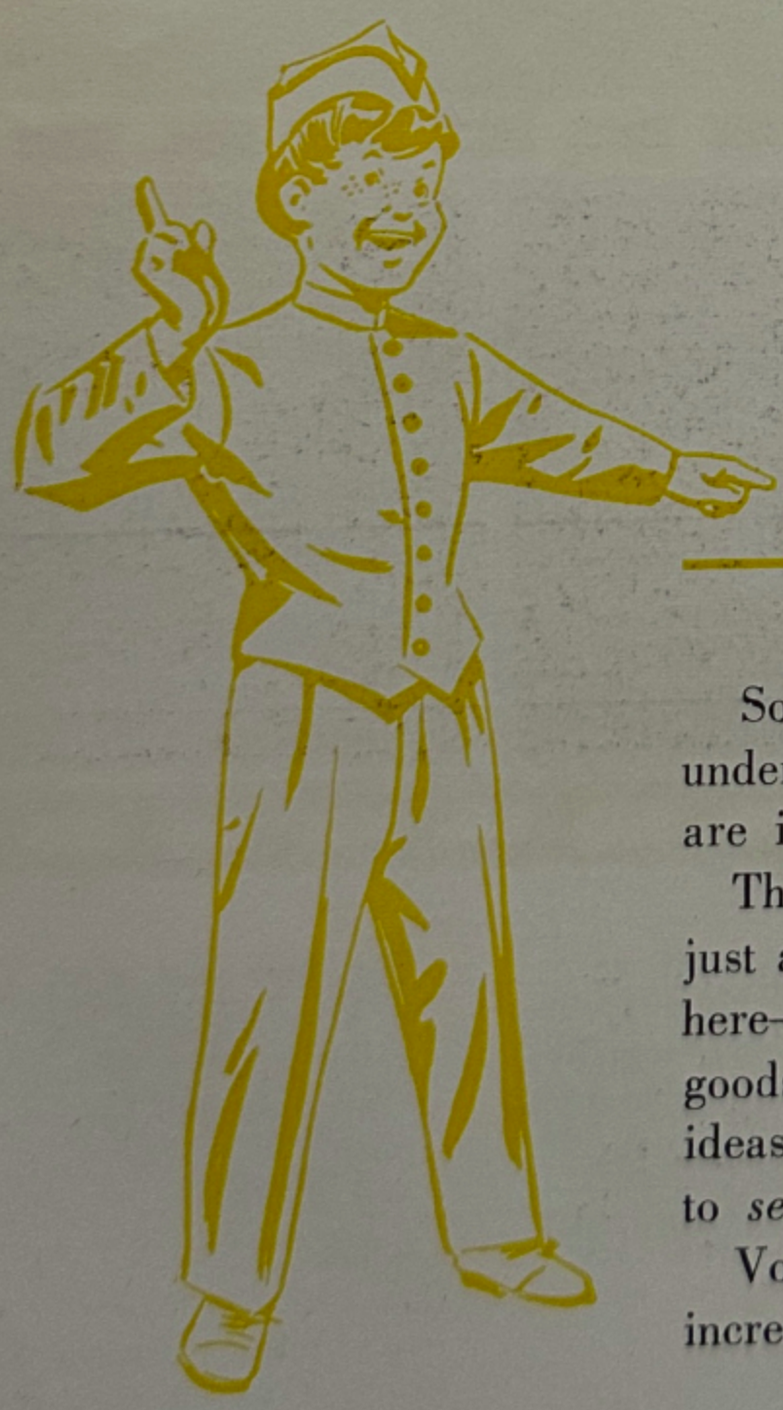




Carbonated Beverages—in making carbonated beverages remember your proportions—one ounce of syrup and one scoop of cracked ice for the small glass . . . one and one-half ounces of syrup and two scoops of cracked ice for the 10-ounce glass.

Remember not to over-stir. All you need do after you've filled the glass with coarse-stream carbonated water directed to the side of the glass—is to blend the ingredients with three fold-ins. This means the spoon under the ice, up through the drink and then over and under again.

Once you have the basic know how, you'll find any of your dispensing jobs simple . . . and you can adapt formulas to fit your own individual type service ware and size of portion. The advantages in closely following a basic formula are: first, it is the *best way* that has been found to make that particular dish or drink. Second, it will insure a consistently uniform service.



MERCHANDISING SELLS ICE CREAM

Some situations with cues for selling Ice Cream, some underlying principles for sound selling and merchandising, are included in the following pages.

This isn't a complete test on merchandising and selling—just a starter. Begin to follow the merchandising principles here—"moving goods toward people and people toward goods, so that sales increase". You'll find as you work, new ideas coming to mind, and new ways to make what you have to *sell*, attractive to *buy*.

Volume sales build business—and merchandising helps increase *volume*.





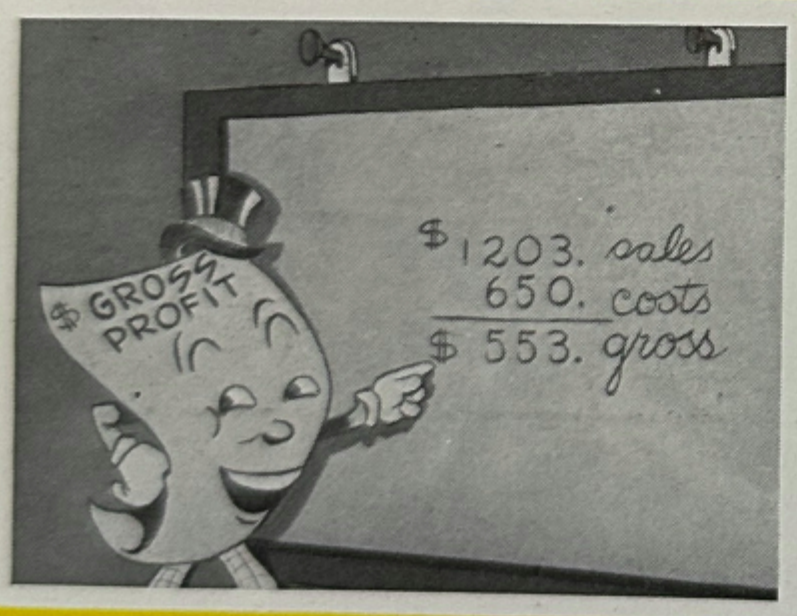


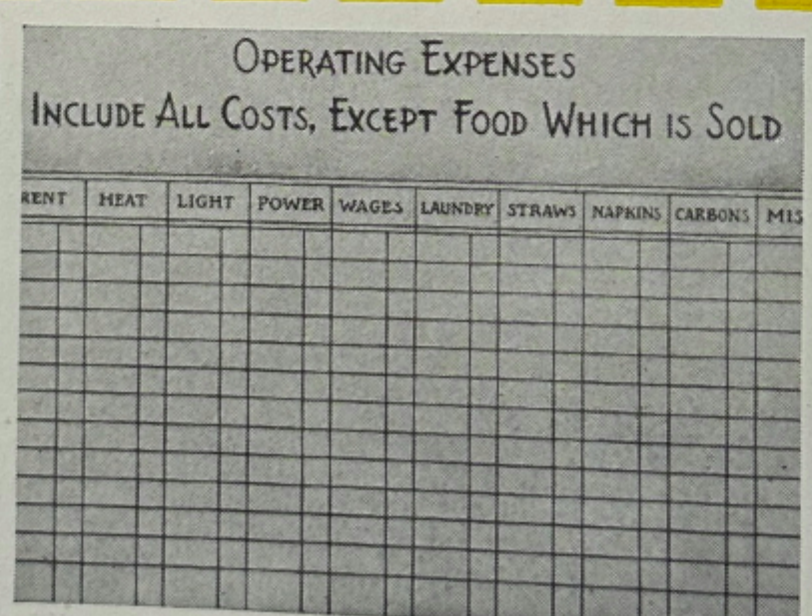
As you have learned from the preceding pages—a trained dispenser is skilled in selling and serving in the spotlight of customer attention; in making and keeping the whole soda fountain department clean and sanitary; in correct dispensing and the accurate following of formulas to make eye and taste appealing dishes, with a profit in every dish.

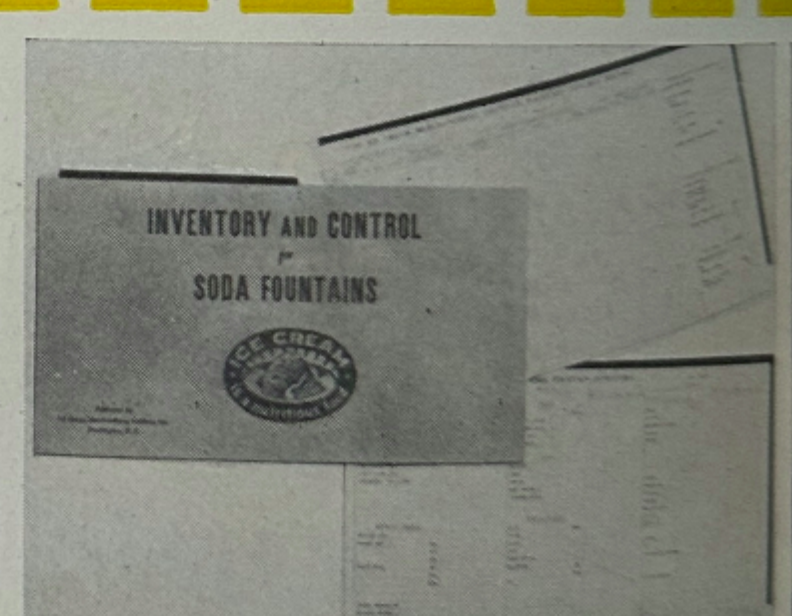
This knowledge is the basis of merchandising—for it helps build profitable sales and the good-will that means repeat business—and a good profit for the department.

Both a good gross and a satisfactory net profit are important and should be understood by every employee.









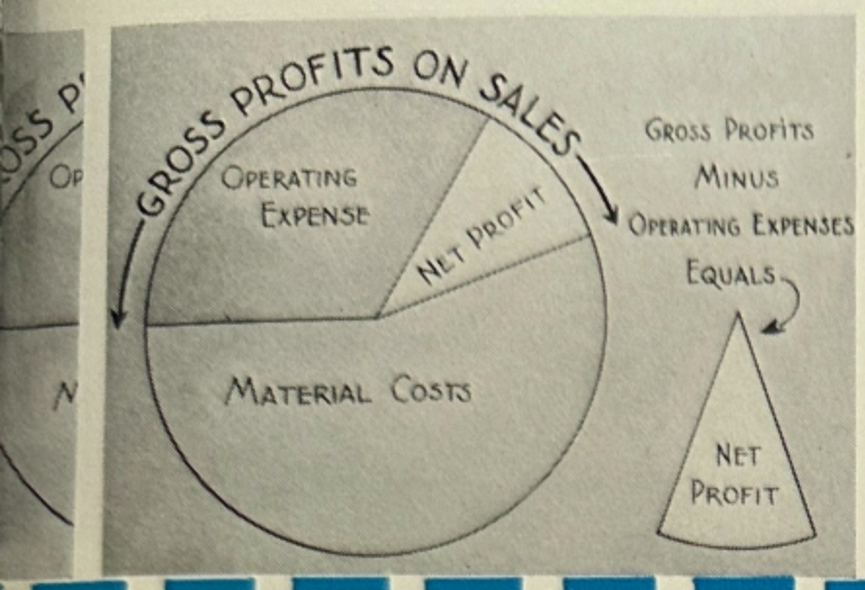
Gross profit is what we have left *after* taking out cost of materials from total sales.

Example:

Total Sales	$1,203.00
Cost of Materials	650.00
Gross profit	$ 553.00

Then to get net profit, subtract *operating expenses* from the gross profit figure. Everything you don't actually sell comes under operating expenses—wages, rent, heat, light, the cost of napkins, straws and ice cream cartons—every expense except cost of materials.

The best and most satisfactory way to keep track of costs and sales is by doing it every day. We use the ICMI "Inventory and Control for Soda Fountains." It has space for every day sales and expenses, monthly summary and pages enough for a year's operation.







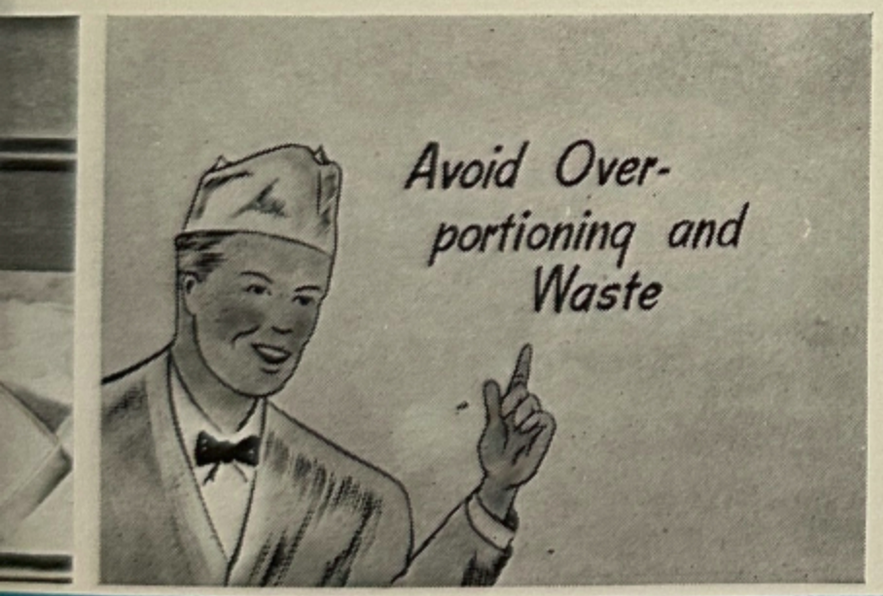
A reasonable *net* profit depends on a good "gross" and these two factors determine gross profit.

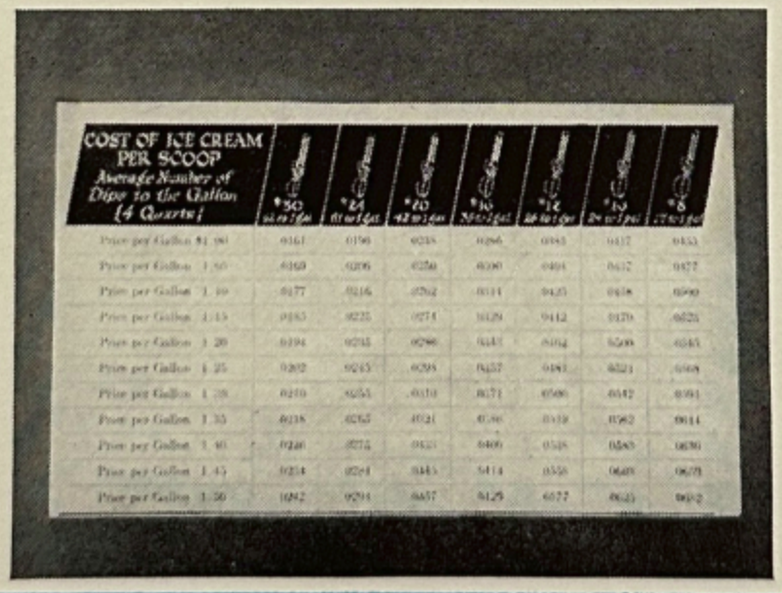
1. Volume—more sales per man per day.

2. *Profit on every sale.*

Store managers base *cost per service* on formulas. When each service is made according to the formula, the sale makes the expected gross. Dispensers who over-portion or who waste supplies by spilling or misunderstanding orders may so reduce gross that, even with *volume*, the fountain may fail to show a satisfactory profit.

A soda fountain manager to be successful needs the cooperation of his soda dispensers. The better the cooperation, the better opportunities there are, both for manager and dispenser—in the form of increased earnings. A wise dispenser contributes greatly to the success of the three following points which combine to assure successful soda fountain operation.







1. *Minimum Shrinkage*—By avoiding over-portioning and waste, and by discouraging friends from expecting things they don't pay for, the dispenser can hold shrinkage to a minimum.

2. *Know costs*—Check up every now and then on the number of servings you get from each can of Ice Cream and each gallon of syrup. Those figures enable you to keep a check on the cost per serving.

3. *Merchandising*—Both Pete and Alice are near experts in that department as the increasing dollar volume shows. Some of the finer points of suggestive selling to follow will demonstrate more clearly the important role the soda dispenser plays in any well-planned Ice Cream promotion.



The success of any well-planned promotion hinges on how well the dispensers play their part. The fountain manager supplies the build-up, but the rest is up to the dispensers. For instance, suppose a fountain manager wants to promote a certain flavor of Ice Cream 1. Let the public know you have it.

2. Make the Ice Cream easily accessible for purchase in the store. 3. See that Ice Cream is presented in such an attractive way that the customer is satisfied and returns again and again.

Suppose we follow a well-planned Ice Cream promotion step by step. The fountain manager looks over the Ice Cream company's flavor list. Peaches are in season, and so he picks out Peach Ice Cream.

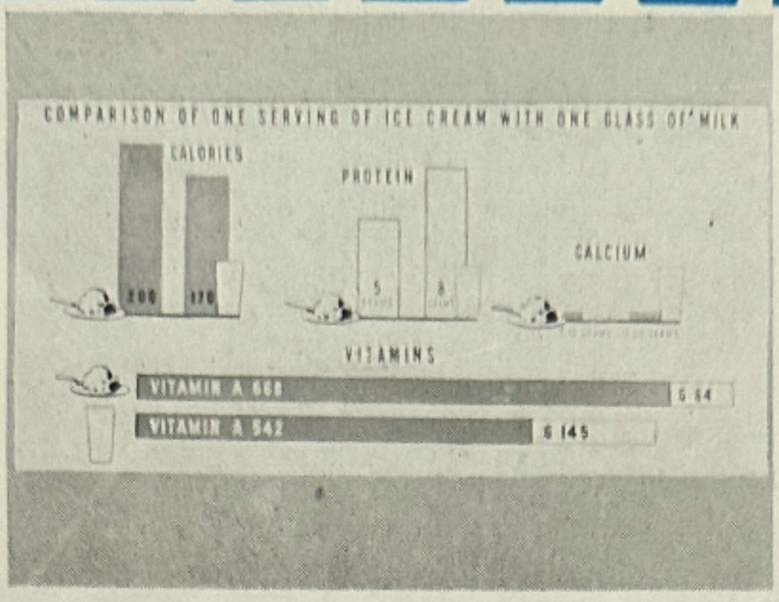


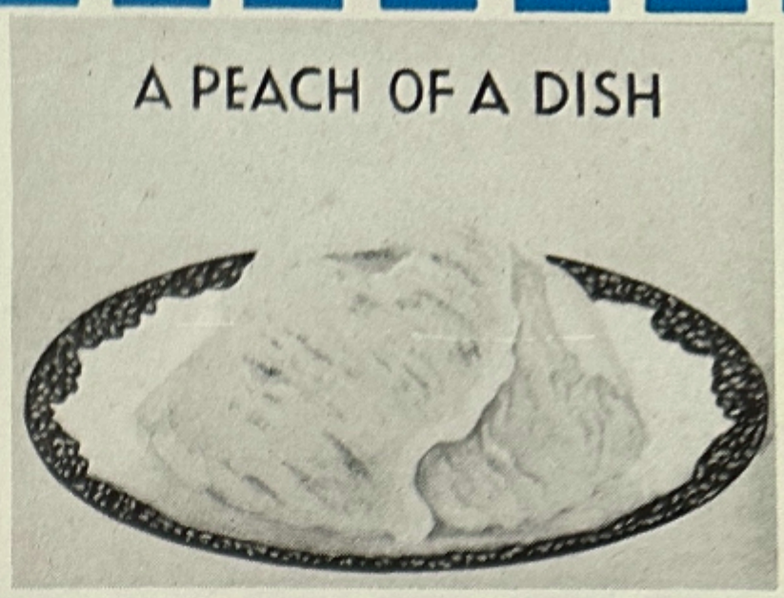
Good luck! "Ice Cream Currents" has just come, and in it he finds a good idea for the basic promotion.

So he sets up formulas for the peach specials he will feature. These formulas are made up . . . sampled by the dispensers . . . and, to assure uniformity, the dispensers are given written copies of the formulas.

A merchandising-wise soda fountain manager will also supply his dispensers with selling phrases covering the specials to be featured and review with them the selling points of Ice Cream. Soda dispensers are as a matter of fact the stars, for the success of the promotion depends on them.



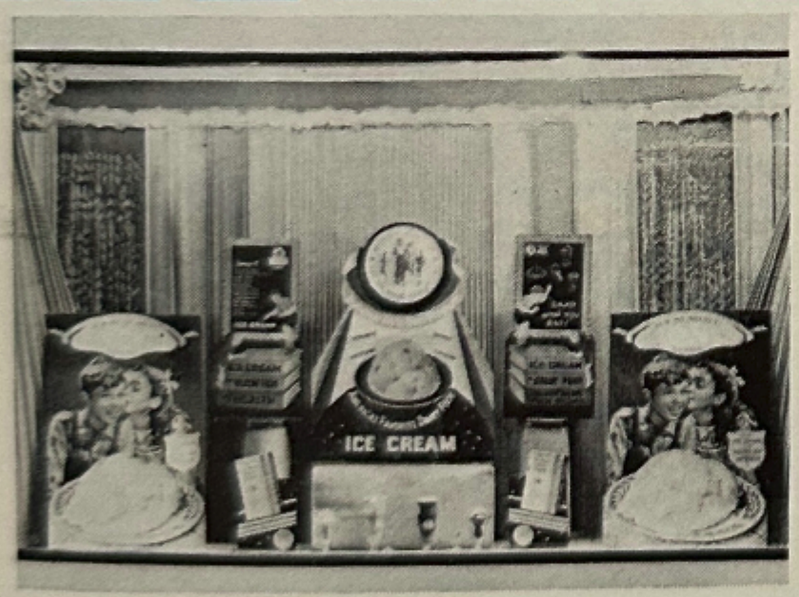




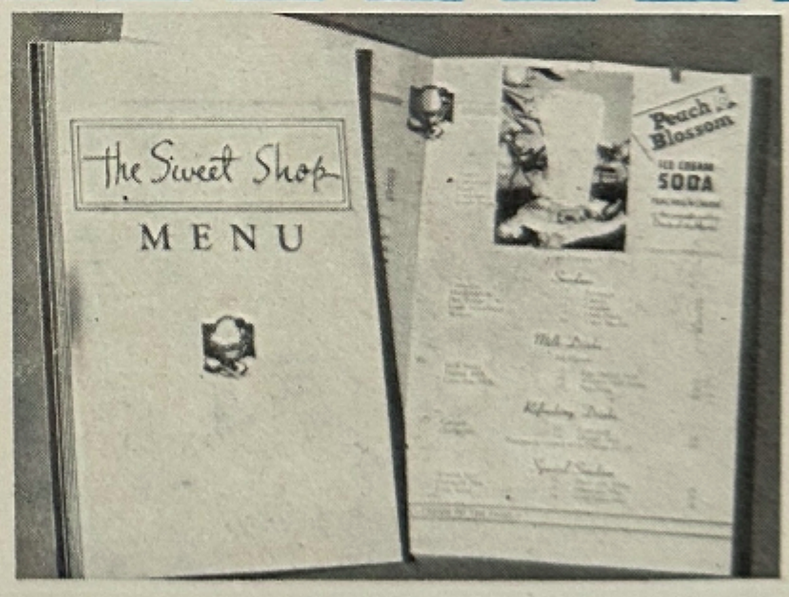
Dispensers are reminded to tell customers, for example, that Ice Cream is a nutritious dairy food and not exceptionally high in calories. Indeed, that many reducing diets now include Ice Cream. Ice Cream contains all the important nutrients of milk—nature's most nearly perfect food.

Ice Cream supplies significant amounts of Vitamin A and B_2 (riboflavin), plus the other vitamins and minerals found in milk, and is such a delicious way to add them to the diet. These and other selling phrases are given soda dispensers with instructions for using.

The soda fountain manager is now ready to take the first step in his promotion—that is, let the public know he has Peach Ice Cream.





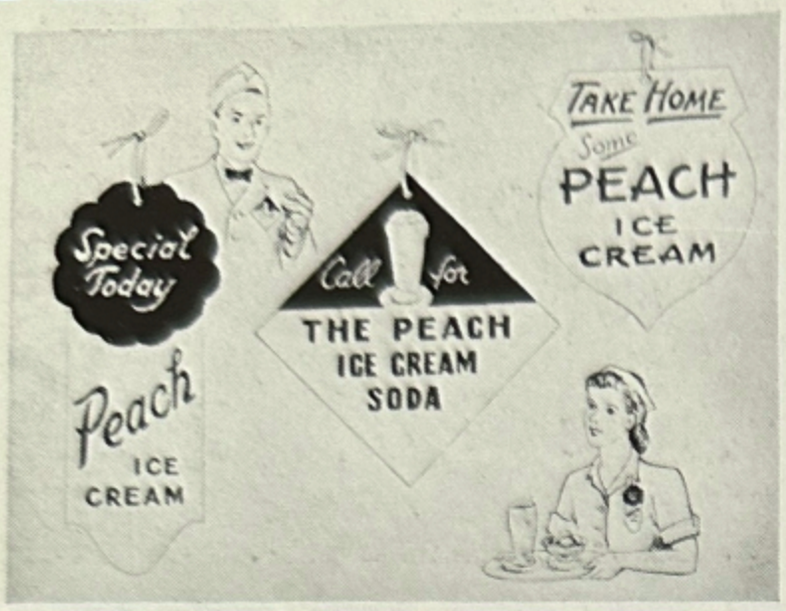


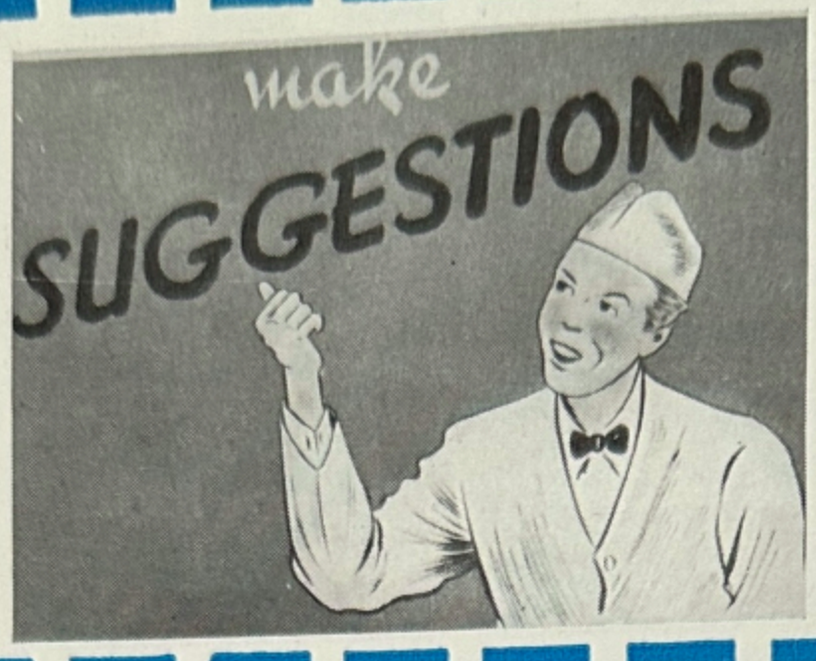
Because much Ice Cream buying is done on impulse, the alert soda fountain manager always utilizes his store windows in a promotion. In this way he can catch the attention of passersby and stimulate in them the Ice Cream buying impulse.

For the same reason—impulse buying—the soda fountain manager will also employ such attention-getting devices as mirror strips . . .

small menu clip-ons with a picture of a Peach Ice Cream combination or some printed matter about it, and . . .







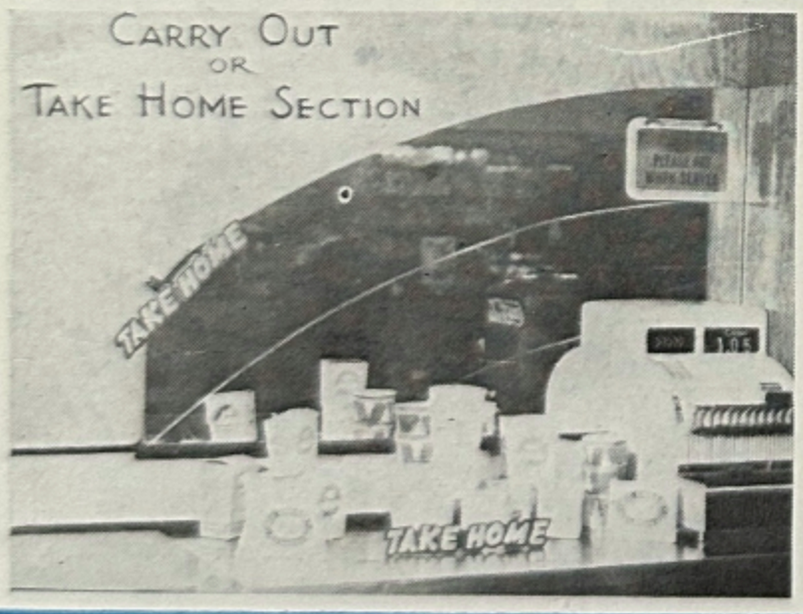


lapel badges for dispensers and dispenserettes bearing a message like "Try the new Peach Ice Cream"—or something similar printed on it.

There are countless other ways of letting the public know you have Peach Ice Cream, such as radio spot announcements, post cards to customers, etc. Some of the cleverest have been thought up by the dispensers and dispenserettes themselves—so don't be shy about making suggestions.

Make Ice Cream easy to buy—not only for eating in the store, but also for taking home. One of the simplest and most effective ways to stimulate take-home business is to set aside a *section at the fountain* for handling take-home orders, and designate it as such with a sign reading—"Take Home Ice Cream Section".









At this section, set up a promotional display of cartons—pints, quarts or the size you customarily use—to attract further attention to Take-Home Service.

When "take home" business has been well developed and customer confidence gained, some operators are able to pack the most popular sized cartons during slack periods in the day, and be all set for the 5:00 o'clock rush. The important thing to remember is to make Ice Cream easily accessible for purchase, either to eat in the store or to take home.

ALICE: Oh, what about those tips on suggestive selling you were going to give us?

DICK: "Spotlight On Selling" gives them to you in a summarized form.







But first let us explore the advantages of suggestive selling both in increasing volume of business and customer preference.

Let's take a sort of "Information Please" preview of Suggestive Selling. We can only touch some of the high points, but perhaps in them you'll find some of the answers that will help you in developing your own selling technique.

The three phases discussed are: 1. Suggestive selling directed toward adults. 2. "Selling" children. 3. A summary of the factors that lift a dispenser from being just an order taker to a full-fledged salesman.









First impressions—they count everywhere, particularly with a customer. Your clean, neat appearance, pleasant smile and prompt approach register favorably with a customer. Then follow through with the details of service which you already know.

In presenting the menu be sure you know *features* or *specials*, what they contain, how they are made, and their selling prices. Give your customer an opportunity to read the menu and make up his mind. Keep your eyes open and if he seems undecided make a suggestion. Arouse his interest with a descriptive phrase. As an example . . .

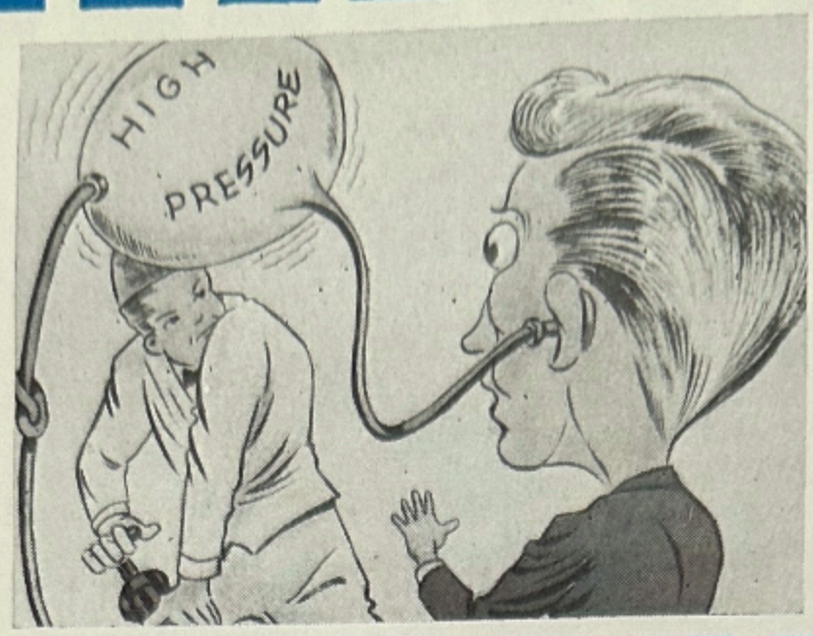
PETE: Mind if I make a suggestion?

WOMAN: No . . . not at all.

PETE: Our Double Peach Sundae is very popular. It's peach all the way—Ice Cream made with fresh peaches, and delicious, sliced peaches on top. It's really good and good for you.

WOMAN: Ummm. It *does* sound good. All right, I'll try it.







In the case of a customer who knows what he wants, never try to sell him anything else until you set his order before him. Then—"Here you are, sir—ham on whole wheat. You know our fresh peach Ice Cream soda or our double peach sundae would taste mighty good with that sandwich. Which may I serve you?"

A sale isn't always made this way, of course, but often enough to make it profitable to use the approach. Don't ever let your customer get the feeling that he is being high-pressured into buying anything. Be sincere and *suggest*, but don't keep on if you see the customer isn't interested.

Remember—the purpose of *suggestion* is to focus goods to customers and customers to goods . . . *to sell more Ice Cream* regardless of flavor. So . . . it is important in selling to suggest food and drink combinations that go well together. For instance, when Pete is serving apple pie you'll hear him say . . .







PETE: Yes sir, coffee with cream and apple pie . . . and shall I a la mode the pie with vanilla or chocolate Ice Cream?

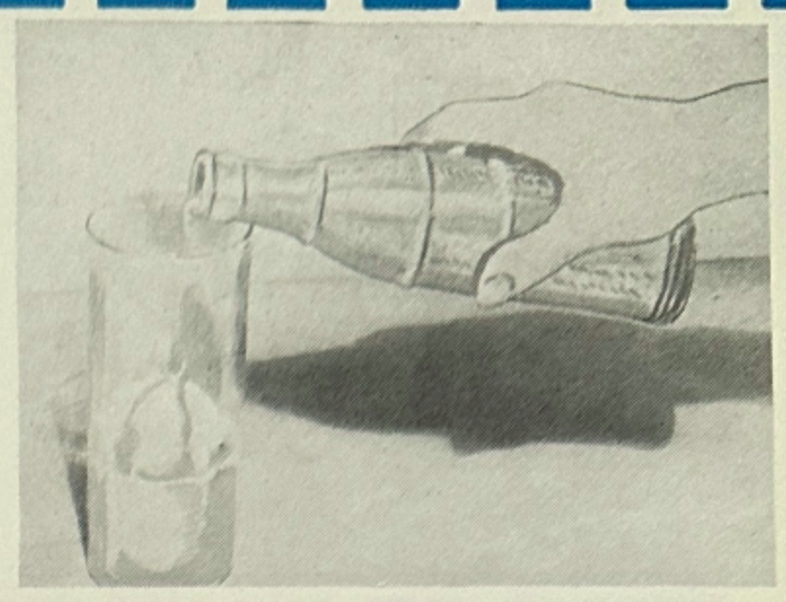
DICK: That's suggestive selling at its best. First, Pete *suggests* an appropriate item, Ice Cream on pie . . . second, he puts a *choice* up to the customer. Always give your customer a choice between one item and something else. Ask "which"—not "if."

Here is another example of a positive suggestion. Instead of asking "Anything more?"—or "Is that all?" say "May I serve you our special Fresh Sliced Peach Sundae or our allway Peach Ice Cream Soda?" Suggestions that work to increase sales are: 1. Suitable to what the customer has already ordered. 2. Give him a choice—not "will you have any?" but "*which* may I serve you?"

Always make suggestions sincerely. Believe that the customer will enjoy it—then make him feel your sincerity in calling it to his or her attention. Learn to know customers by name, and to remember their likes and dislikes. Everyone appreciates having their names and preferences remembered. You would yourself—wouldn't you?







PETE: Hello, Mr. Wilson! I was hoping you'd come in today. We just got in some of those fresh frozen strawberries you're so fond of.

DICK: Although Mr. Wilson might have intended ordering only a five cent drink, after *that* approach it's ten to one he ordered a twenty cent sundae.

Successful promotion of take-home Ice Cream also depends on those who serve and sell Ice Cream. There are two kinds of suggestive selling for take-home business. 1. Remind the customer that Ice Cream can be easily stored in the home mechanical refrigerator when the cold control is moved down one or two points—and that it will be ready to serve *any time.*

2. Follow through with suggestions for using Ice Cream in the home. For instance, "Pop-A-Top". Place a serving of Ice Cream in a glass, fill glass with strawberry soda, ginger ale or any carbonated drink and serve.



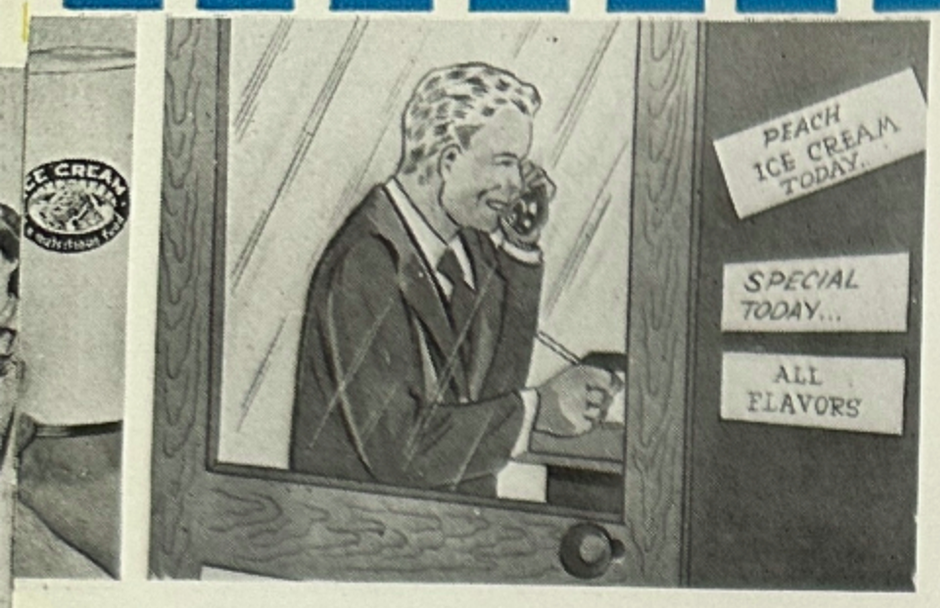


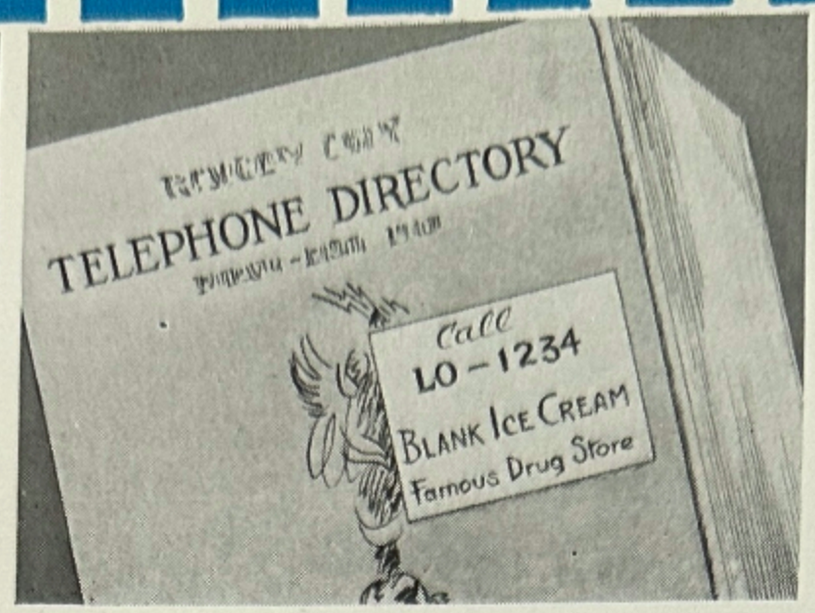


Or the milk shake—a cup of milk, chocolate syrup or about 1½ tablespoons chocolate or any favorite flavor, a generous portion of Ice Cream—whip together until mixed.

Or suggest that the customer treat the family to make-your-own sundaes, offering, along with the package of Ice Cream, a small can of topping at a unit price. Or, how delicious an Ice Cream topping makes hot gingerbread, fresh apple pie or glorifies bread pudding!

Remind the customer of the folks at home. The theme for selling take-home Ice Cream is "how good—and how good for the whole family"—and how many ways it can be used! If you have a new flavor in Ice Cream, offer a sample to the customer, suggesting that the family might enjoy this new flavor—temptingly different. Judicious sampling builds extra sales.







The sale of take-home Ice Cream is easily promoted over the telphone. After you've taken a telephone order, always suggest Ice Cream, which will add to the sale. Properly handled, customers will appreciate the attention.

Another idea: have stickers printed with the name and phone number of the store and the brand of Ice Cream you carry. See that they are inserted in packages and orders. Suggest to Mrs. Homemaker that she stick the label on the phone book cover or inside the kitchen cupboard for easy reference.

Sales to children. Children are mighty important in the success of your fountain. Through the influence they exert on their families, children may become your best salesman. The effort it takes to make friends of child customers will amply reward you.







Always wait on them in turn . . . always give them exactly what they want quickly and cheerfully—even if it's only a glass of water or a five cent purchase.

On the big days, when they do have more money to spend, play it up as an occasion. Serve a doily, a glass of water, a napkin, and set up the silver with the same care you would use for a grown person. Remember a sundae, an Ice Cream soda, or a dish of good Ice Cream is a banquet to any youngster.

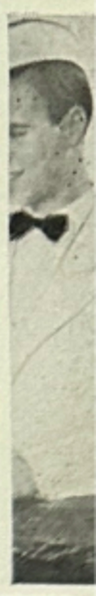
Wrap up change for small children. When customer, child or grownup, gives sales check and money—1. Call out the amount of check. 2. Call out money given—and ring up sale on cash register. 3. Count back like this: "That was 45c and 5 is 50c—50 is $1.00,"—leaving customer's bill on ledge of cash register until transaction is completed.









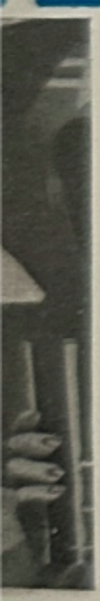


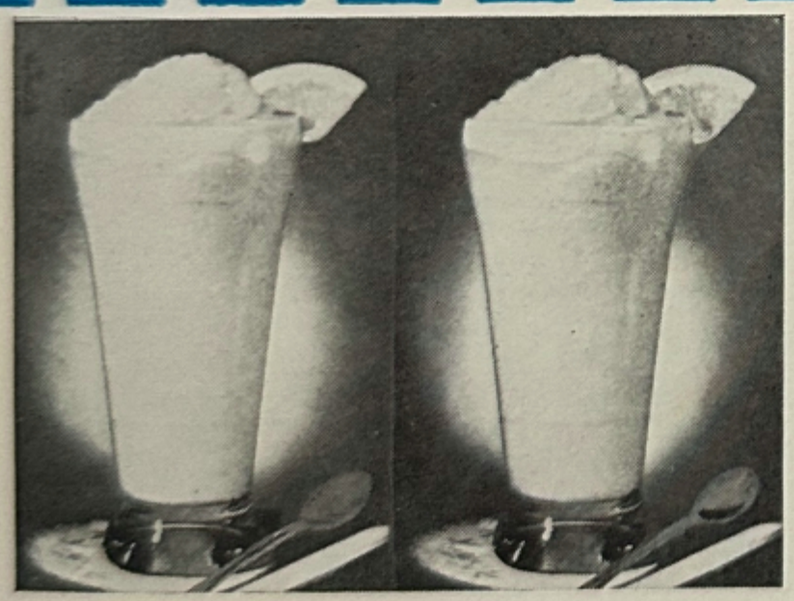
Here's a summary of the factors that make you a salesman instead of an "order taker".

First—remember that every minute you're on duty, you're always in the spotlight. Prove that you remember it . . . by your appearance . . . clean and well-groomed from top to toe! What you see in the mirror your customer will see.

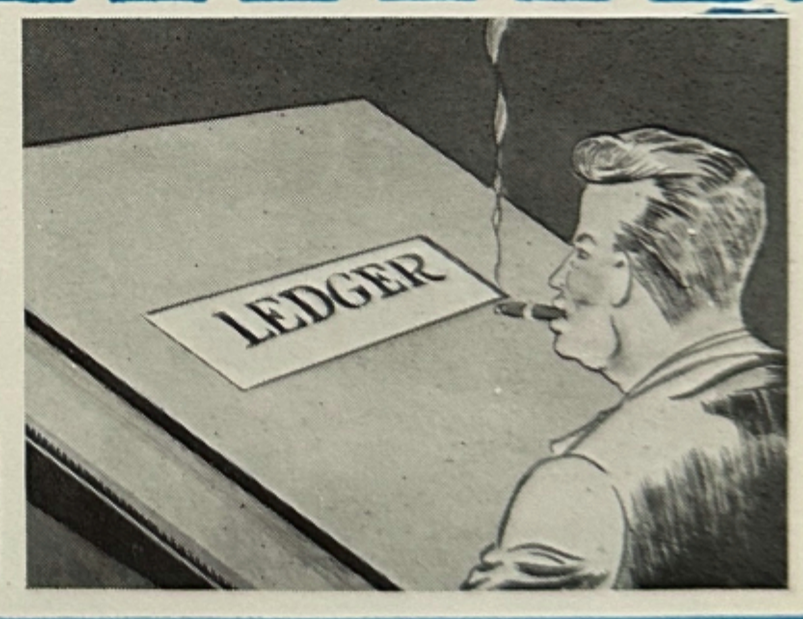
Prove it by your friendly, cheerful manner—by being alert, attentive and courteous . . . by giving prompt and efficient service—the sort of service that makes customers feel you have a sincere interest in their welfare.

Second—know the importance of cleanliness and sanitation in serving food. Prove it by doing the clean-up jobs that are assigned to you and keeping constantly on the lookout for ways to keep your fountain even cleaner than it already is, and always ready to pass sanitary inspection.











Third—practice correct dispenser techniques, for customers like to see a skillful dispenser and the boss then knows that portions are dispensed according to formula, assuring profit. Your coworkers can count on you—and correct dispensing makes your job easier and more profitable.

Fourth—the importance of learning formulas and following them. Proof that you do this is to be found in what your customers say.

WOMAN: Order a chocolate Ice Cream soda, Helen. They're always delicious here.

There's proof of it, too, in those records the boss keeps. Thanks to the fact that you follow formulas accurately he can be certain his estimated food costs will be realized.







G. W. Hennerich, Ice Cream Merchandising Institute, Inc.: Actually there are two reasons why you should master the art of merchandising and selling Ice Cream. You might call them the long and short of it. The short of it—the *immediate* advantage, is that when you learn to merchandise you sell more Ice Cream.

The long of it is, that profit is built by increasing *volume* which yields a good gross. One method of building toward volume is frequent "get-together" of the staff, to give each one directions for specific selling techniques. As each develops sales ability total volume of profitable business will inevitably increase.

The knowledge gained in merchandising Ice Cream can be put to work advantageously in *many* merchandising and selling jobs. All business depends on *sales* for expansion and growth and merchandisers are always needed.







In any business that calls for customer contact, you must know your product well. Then suggest it, and to make your suggestion *sell*, you must *know how* to sell your suggestion.

Learn all you can about Ice Cream. Constantly improve your methods in presenting and serving it. Don't forget that the little things are what build soda fountain popularity and volume.

Ice Cream is a nutritious food—Be proud to serve it.

formulas

The day by day popularity of the soda fountain depends in large measure on the type and kind of Ice Cream services which are produced and served over its counter.

Accurate formulas, consistently followed—are the assurance of uniform services. In the pages which follow, formulas will be found for all types and kinds of Ice Cream services.

For the benefit of those not too familiar with following formulas, basic formulas are given prominence at the start of each item division. Pictured and charted, with specific directions for each step, they constitute an easily followed, readily understood method of making the particular Ice Cream service covered. This is the ground work for the Ice Cream dispenser.

Every Ice Cream department wishes to gain a reputation for its distinctive offerings, as well as for its staple services. A wealth of accurate information is here, to help in either field. The formulas have been field tested as well as tested in the Ice Cream Merchandising Institute Laboratory, and will be found to have definite consumer acceptance.

Among the many pictured and explained, any soda fountain or Ice Cream department will be able to find just what it needs for either daily offering, holiday featuring, or a special selling event.

These formulas are developed to be followed as directed. With quality ingredients and careful blending, they will produce Ice Cream services which any soda fountain or Ice Cream department can serve with pride, and with success.

A

ice cream *in a dish*

Ω



A Ω

A



The Alpha and Omega—the beginning and the end—of your soda fountain or Ice Cream department success is tied up in Ice Cream.

The importance of Ice Cream to the income of the retail store soda fountain or Ice Cream Department can scarcely be exaggerated. No other item produces such preponderant sales—no other item enters into so many highly diversified services. No other item has such a high average transaction value.

Ice Cream is popular—The dish of Ice Cream is a staple and consistent seller, at the soda fountain, the Ice Cream Department, restaurant, hotel, or any type of eating place where it can be bought —either alone or as part of a meal.

The tried and true soda fountain services—sundaes, Ice Cream sodas, milk shakes, banana splits and on down the list, depend primarily on Ice Cream as a basis for developing their individual appeals.

At neighborhood soda fountains, Ice Cream and items containing Ice Cream account for an average of nearly half of the year round dollar sales. In some communities this goes almost to 75%.

Ice Cream starts, continues and ends in first place as the drawing power, the volume gainer and the profit builder for the retail store.

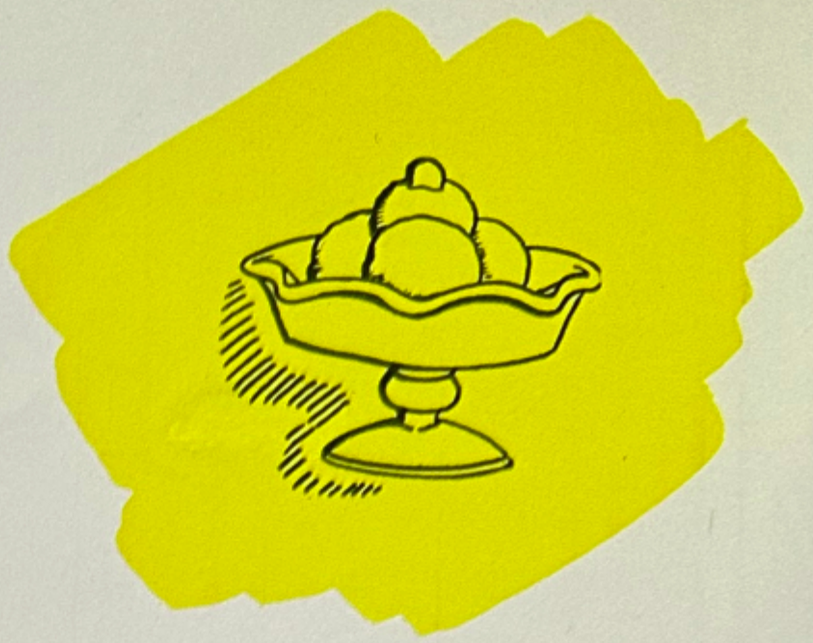
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SUNDAES







Sundaes are one of the "Big Three" staple
Ice Cream services, as shown by customer purchases.
There are many possible combinations. The sundae
may be served at the soda fountain, tea room,
restaurant, hotel, alone or with meals, thus making
it most adaptable for all types of stores and services.
When formulas are followed, sundaes are sure profit makers,
not only because they stimulate sales but because each yields
a very satisfactory gross and a good net profit.
Sundae combinations are almost without number. The alert
dispenser can capitalize on the public acceptance of this Ice Cream
service to present new and attractive eye appealing,
taste-tempting versions.
Suggest sundaes made from "Take Home" Ice Cream.



THE STRAWBERRY SUNDAE:

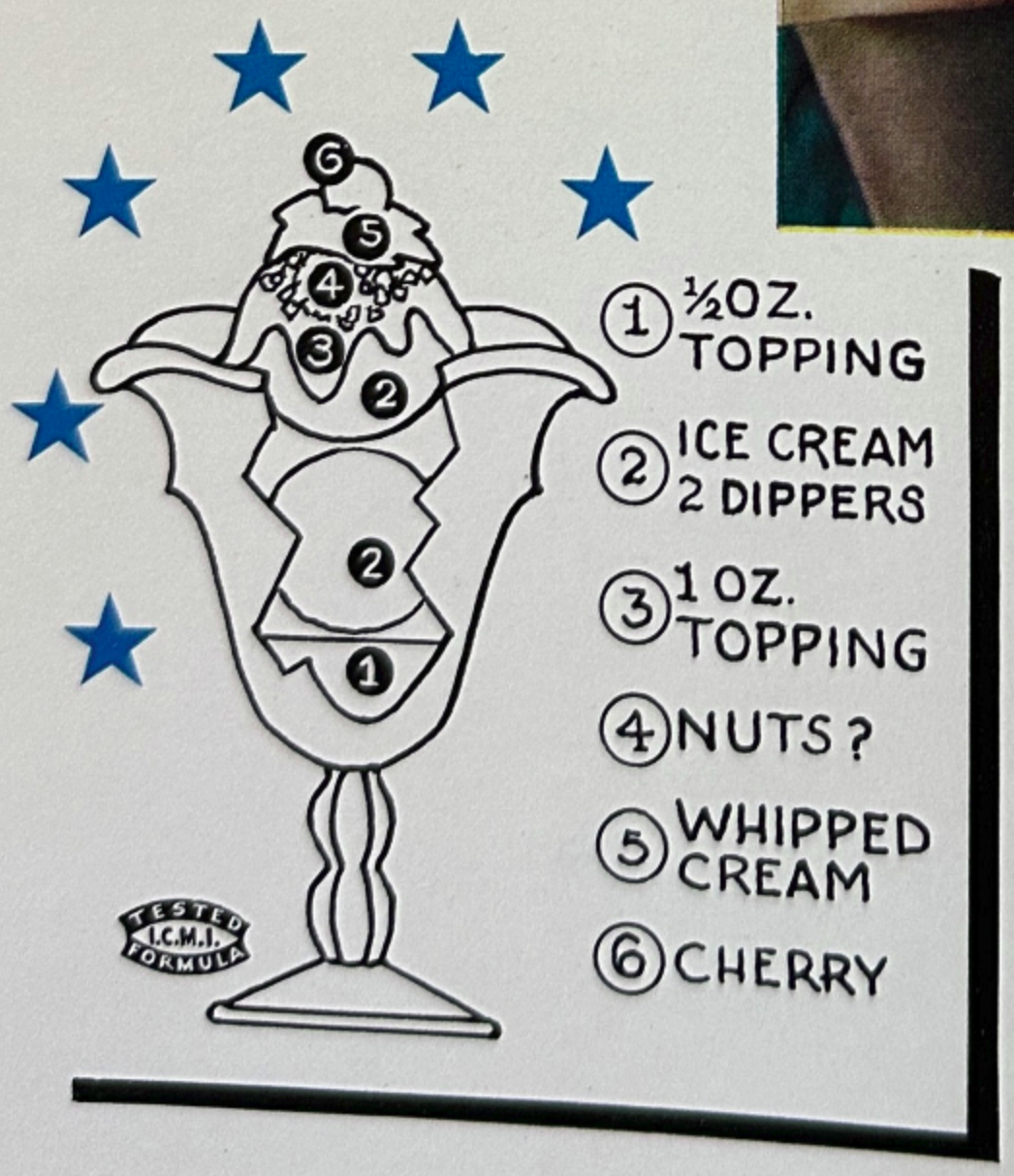
Into a tulip sundae put ½ oz. of crushed fresh or fresh
frozen strawberries. Add two no. 20 dippers of vanilla
Ice Cream. Surround Ice Cream with whole or halved
fresh or frozen strawberries. Top with
whipped cream and a strawberry.
Note: if a frosted strawberry sundae
is desired roll fresh whole
strawberries in powdered sugar
before placing on the sundae.



boost your business with

chocolate sundaes





BASIC FORMULA

ingredients:

Chocolate Topping, Ice Cream, Whipped Cream, Cherry.

procedure:

Into a tulip or crimped sundae glass, place ½ oz. chocolate topping. Add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. chocolate topping. Garnish with Whipped Cream and top with a red Cherry.

THE chocolate SUNDAE

MOST ASKED FOR SUNDAE AT THE SODA FOUNTAIN . . . THERE ARE ENOUGH VARIATIONS IN CHOCOLATE FLAVOR TO SUIT ALL TASTES. BELOW ARE GIVEN SIX SUNDAES, EACH WITH A DISTINCTIVE TYPE OF CHOCOLATE TOPPING. ALL HAVE PROVED SALES BUILDERS WHEN PROPERLY MADE AND MERCHANDISED.

HOT . . . COLD . . . MELLOW . . . BITTER . . . MILD

—TAKE YOUR CHOICE IN THESE VERSIONS OF THE FLAVOR WHICH TOPS THE LIST IN CUSTOMER CHOICE. WHICHEVER YOU FEATURE, BE SURE THE CHOCOLATE IS A QUALITY PRODUCT.



HOT FUDGE SUNDAE

ingredients: Vanilla Ice Cream, Hot Fudge, Whipped Cream

procedure: Into a crimped or tulip sundae dish put ½ oz. hot fudge, add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 oz. hot fudge. Top with Whipped Cream and garnish with a cherry.



COLD FUDGE SUNDAE

ingredients: Vanilla Ice Cream, Cold Fudge, Whipped Cream, Cherry

procedure: Into a tulip or crimped sundae dish, put ½ oz. cold fudge topping, add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. cold fudge topping. Top with whipped cream, garnish with a cherry.



BITTERSWEET SUNDAE

ingredients: Vanilla Ice Cream, Bittersweet Chocolate Topping, Whipped Cream, Cherry

procedure: Into a tulip or crimped sundae glass put ½ oz. bittersweet chocolate topping, add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. bittersweet chocolate topping. Top with Whipped Cream, garnish with a cherry.



DOUBLE CHOCOLATE SUNDAE

ingredients: Chocolate Topping, Chocolate Ice Cream, Whipped Cream, Cherry

procedure: Into a tulip sundae glass put ½ oz. chocolate topping, add 2 No. 20 dippers Chocolate Ice Cream. Cover with 1 oz. chocolate topping. Top with Whipped Cream and garnish with Chocolate Shot.



MILK CHOCOLATE SUNDAE

ingredients: Vanilla Ice Cream, Milk Chocolate Topping, Whipped Cream, Cherry

procedure: Into a tulip sundae glass place ½ oz. milk chocolate topping, add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. milk chocolate topping. Top with Whipped Cream, garnish with a cherry.



SWISS CHOCOLATE SUNDAE

ingredients: Vanilla Ice Cream, Swiss Chocolate Topping, Whipped Cream, Cherry

procedure: Into a tulip sundae glass put ½ oz. Swiss Chocolate Topping, add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. Swiss Chocolate Topping. Top with Whipped Cream and garnish with a cherry.

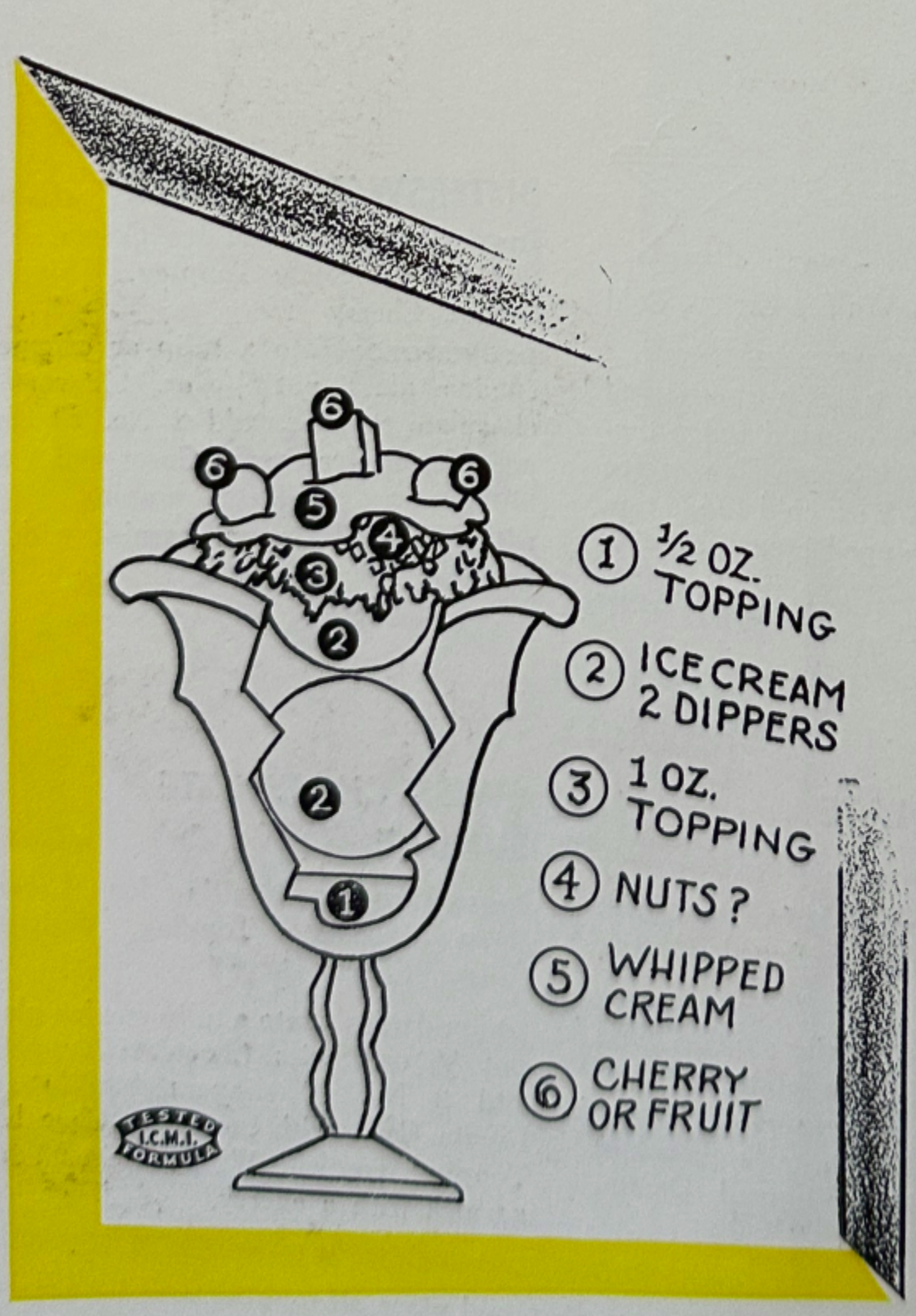
In paper service use a single dip of Ice Cream approximating the measure of two dips, and place all topping *over* Ice Cream.

SEASONAL OR FROZEN

Fresh Fruit

Or Prepared Fruit Topping
Make Taste Tempting
Profit-Making
Nutritious Sundaes





STRAWBERRY PINEAPPLE SUNDAE

INGREDIENTS

Green Pineapple Dicettes . . . Crushed Pineapple
Vanilla Ice Cream . . . Strawberry Ice Cream
Crushed Strawberries . . . Whipped Cream
Pineapple Cube . . . Cherries

PROCEDURE

Into a tulip sundae dish put ½ ounce green Pineapple Dicettes. Add 1 No. 20 dipper Vanilla Ice Cream. Cover with ½ ounce crushed pineapple. Add 1 No. 20 dipper Strawberry Ice Cream. Cover with ½ ounce crushed strawberries. Run a ribbon of Whipped Cream through the center, on top. In the center of the Whipped Cream, set a natural color Pineapple Cube; on one end, a green whole Cherry; and, on the other end, a red whole Cherry.

STRAWBERRY - BLUEBERRY SUNDAE

ingredients:

Crushed Strawberries, Vanilla Ice Cream, Crushed Blueberries, Whipped Cream, Red Cherry.

procedure:

Into a crimped sundae dish, place ½ ounce crushed strawberries and 2 No. 20 dippers Vanilla Ice Cream. Top with 1 ounce crushed blueberries, and garnish with Whipped Cream and a Red Cherry.

This sundae may be featured on Fourth of July as the "Independence Day Special".



CHERRY BANANA SUNDAE

ingredients:

Vanilla Ice Cream, Fresh Cherries, Banana Slices, Whipped Cream.

procedure:

Into a tulip sundae dish, place ½ oz. fresh pitted Cherries. Add 2 No. 20 dippers Vanilla Ice Cream. Top with 1 oz. fresh cherries. Place Banana Slices around edge of glass. Top Ice Cream with Whipped Cream and bit of Cherry.



FRESH PEACH SUNDAE

ingredients:

Peach Ice Cream, Sliced Fresh Peaches, Whipped Cream, Peach Slice.

procedure:

Into a crimped sundae dish, put ½ oz. fresh sliced peaches. Add 2 No. 20 dippers Peach Ice Cream. Cover with 1 oz. sliced fresh peaches. Top with Whipped Cream and garnish with a slice of fresh peach.





PINEAPPLE SUNDAE

ingredients:

Crushed Pineapple, Vanilla Ice Cream, Whipped Cream, Cherry.

procedure:

Into a tulip or crimp sundae dish place ½ oz. Crushed Pineapple. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 oz. Crushed Pineapple. Garnish with Whipped Cream. Top with a Pineapple Cube or Cherry.



CHERRY SUNDAE

ingredients:

Crushed Cherry, Vanilla Ice Cream, Whipped Cream, Cherry.

procedure:

Into a tulip or crimp sundae dish place ½ oz. Crushed Cherries. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 oz. Crushed Cherries. Garnish with Whipped Cream. Top with a Cherry.



STRAWBERRY SURPRISE

ingredients:

Orange-Pineapple Ice Cream, Vanilla Ice Cream, Orange Syrup, Crushed Fresh Strawberries, Whipped Cream, Whole Strawberry.

procedure:

Into a tulip sundae dish, put ½ oz. orange syrup. Add 1 No. 20 dipper Vanilla Ice Cream and 1 No. 20 dipper Orange-Pineapple Ice Cream. Cover with 1 oz. Crushed Fresh Strawberries. Decorate with Whipped Cream and top with a Whole Strawberry.



COFFEE MARSHMALLOW

ingredients:

Chocolate Ice Cream, Coffee Marshmallow Topping, Salted Almonds, Whipped Cream, Red Cherry.

procedure:

Into a crimped sundae dish, place ½ oz. Coffee-Marshmallow Topping. Add 2 No. 20 dippers Chocolate Ice Cream. Top with 1½ oz. Coffee-Marshmallow and a spoonful of whole Salted Almonds. Garnish with Whipped Cream and a Red Cherry.

Coffee-Marshmallow Topping. Combine 1 part Coffee Syrup with 3 parts Marshmallow Topping. Whip until thoroughly blended.

COFFEE SALTED ALMOND

ingredients:

Coffee Ice Cream, Maple Syrup, Salted Almonds, Red Cherry.

procedure:

Into a crimped sundae dish, place ½ oz. maple syrup. Add 2 No. 20 dippers Coffee Ice Cream. Cover with 1 oz. Maple Syrup. Surround Ice Cream with whole Salted Almonds. Garnish with a Red Cherry. (Maple or Chocolate Ice Cream used in place of Coffee Ice Cream, also makes a very good flavor combination. If these are used, Coffee Syrup may be used instead of Maple Syrup for the topping.)

COFFEE "ROON"

ingredients:

Coffee Ice Cream, Macaroons Crumbs. Whipped Cream, Pineapple Cube.

procedure:

Into a crimped sundae dish, put 1 spoon macaroon crumbs (macaroons are easily crumbled if allowed to dry for about 1 day). Add 2 No. 20 dippers Coffee Ice Cream. Cover with a generous portion of Macaroon Crumbs. Top with Whipped Cream and garnish with a Pineapple Cube.

This sundae can be made using Maple or Chocolate Ice Cream. Change name for the flavor of Ice Cream used.

Butterscotch

Hot or Cold It's a Teen Age Favorite (and Grown Ups Like It Too)

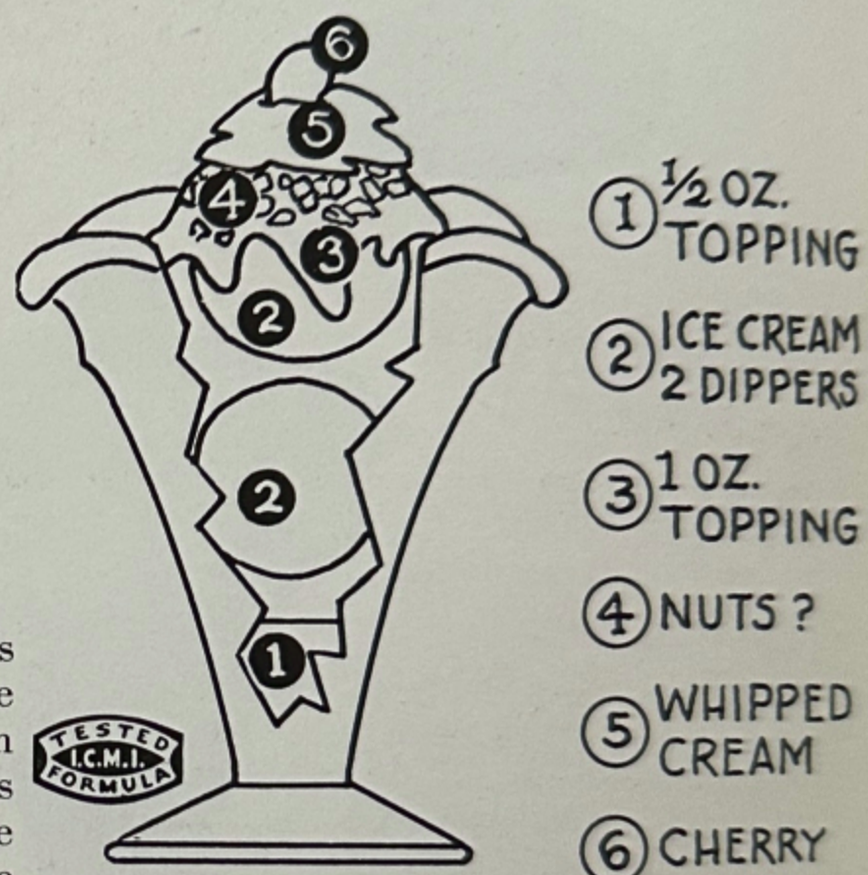


BUTTERSCOTCH SUNDAE

ingredients: Vanilla Ice Cream, Butterscotch Topping, Whipped Cream, Cherry

procedure:
Into a tulip or crimped sundae dish, put ½ ounce of butterscotch topping. Add 2 No. 20 dippers of Vanilla Ice Cream. Cover with 1 ounce of butterscotch topping. Top with Whipped Cream and a Cherry.

In paper service it is well to use a single dip of Ice Cream which approximates the measure of the two dips, and place all the topping *over* the Ice Cream.



HOT SCOTCH NUT

ingredients:
Hot Butterscotch Fudge, Butter Pecan Ice Cream, Whipped Cream, Pecan half or a Cherry

procedure:
Into a crimped sundae dish place ½ oz. hot Butterscotch Fudge. Add 2 No. 20 dippers Butter Pecan or other nutted Ice Cream. Cover with 1 oz. hot Butterscotch Fudge. Garnish with Whipped Cream and a Pecan half or a cherry.
NOTE: For individual service, serve 2 No. 20 dippers Ice Cream, with a small pitcher of hot Butterscotch Fudge at the side.

BUTTERSCOTCH BLACK WALNUT

ingredients:
Black Walnut in Syrup, Butterscotch Ice Cream, Whipped Cream, Maraschino Cherry.

procedure:
Into a crimped sundae dish, place ½ oz. Black Walnuts in Syrup. Add 2 No. 20 dippers Butterscotch Ice Cream. Cover with 1 oz. Black Walnuts in Syrup. Garnish with Whipped Cream and a Cherry.

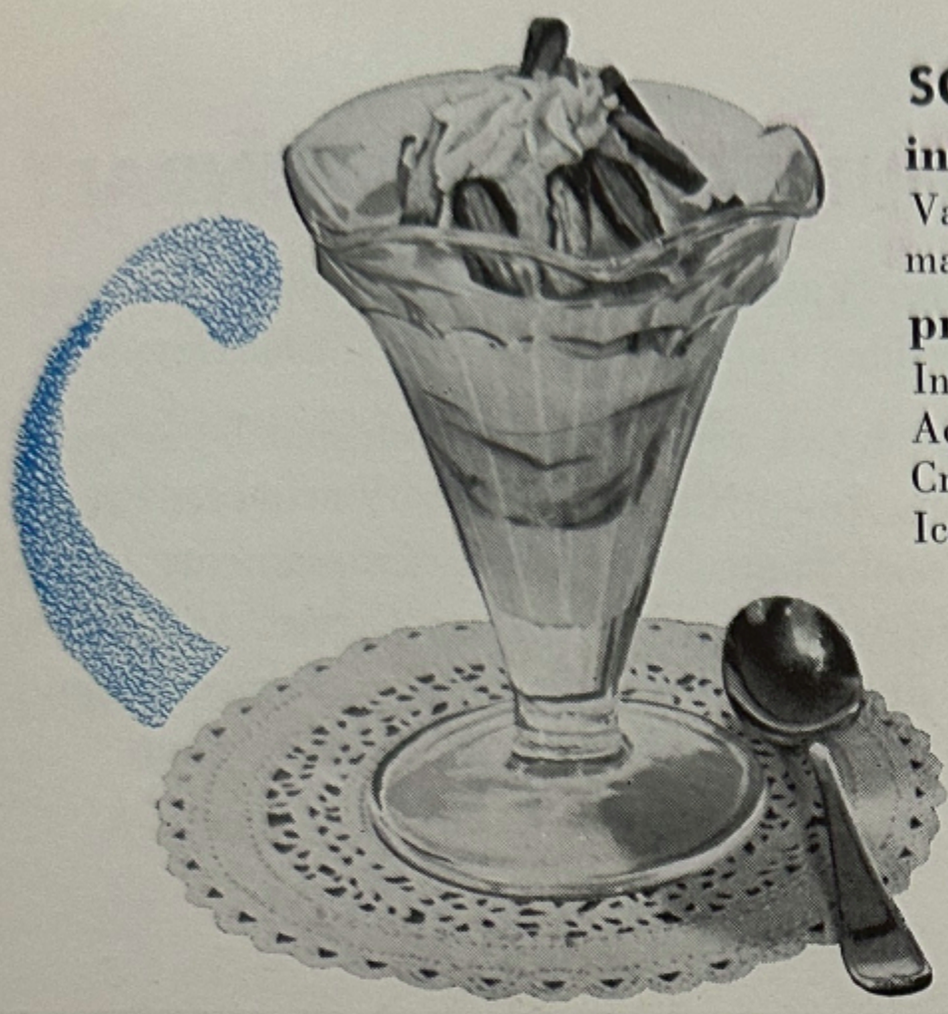
Alternate

½ oz. butterscotch sauce. 2 No. 20 dippers butterscotch, caramel, or vanilla Ice Cream. 1 oz. butterscotch sauce. Sprinkle with chopped black walnuts. Garnish as above.

BOSTON SCOTCH

ingredients:
Butterscotch Topping, Coffee Ice Cream, Whipped Cream, Piece of Pineapple.

procedure:
Into a crimped or tulip glass, place ½ oz. Butterscotch Topping. Add 2 No. 20 dippers Coffee Ice Cream. Cover with 1 oz. Butterscotch. Garnish with Whipped Cream and a small piece of Pineapple or a Cherry.



SCOTCHMALLOW NUT

ingredients:
Vanilla Ice Cream, Chocolate Ice Cream, Butterscotch Topping, Marshmallow Topping, Pecan Pieces.

procedure:
Into a crimped or tulip sundae dish, place ½ oz. Butterscotch Topping. Add 1 No. 20 dipper Vanilla Ice Cream, 1 No. 20 dipper Chocolate Ice Cream. Cover with 1 oz. Marshmallow—place Pecan Pieces around Ice Cream. Top with Whipped Cream and 1 Pecan Half.

PEANUT SURPRISE

ingredients:
Vanilla Ice Cream, Peanut Scotch Fudge, Salted Peanuts, Maraschino Cherry.

procedure:
Into a crimped or tulip sundae dish, put ½ oz. Peanut Scotch Fudge. Add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. Peanut Scotch Fudge. Top with Salted Peanuts and garnish with a Red Cherry. *Peanut Scotch Fudge*—Blend thoroughly 1 lb. Peanut Butter, 1 pint Butterscotch Fudge, and ¼ lb. Marshmallow. Stir before each use.





BUTTERSCOTCH BANANA

ingredients:
Vanilla Ice Cream, Butterscotch Fudge, Banana Slices, Whipped Cream.

procedure:
Into a crimped sundae dish, put ½ oz. Butterscotch Fudge. Add 2 No. 20 dippers Vanilla Ice Cream. Cover with 1 oz. Cold Butterscotch Fudge. Place 5 Slices of Banana around the outer edge. Top with Whipped Cream and garnish with a Banana Slice.

Alternate
This can be made into a nut sundae by adding flaked almonds just before the whipped cream.

It can be made into a Hollywood Banana Sundae by changing the topping to cold Chocolate Fudge or to a "Butterscotch Bananza" by using Hot Butterscotch Fudge.



COCONUT TANGERINE SUNDAE

ingredients: Vanilla Ice Cream, Tangerines, Orange Syrup, Shredded Coconut, Three Green Cherries.

procedure: Into a round sundae dish, put 1/2 ounce of orange syrup. Add 1 No. 10 dipper of Vanilla Ice Cream. Peel and seed tangerines. Place six segments of the tangerines star-wise away from Ice Cream. In between every two pieces of tangerine, place a green cherry using three cherries in all. Sprinkle with coconut.

STRAWBERRY ROYAL

ingredients: Vanilla Ice Cream, Crushed Strawberries, Chopped Nuts, Whipped Cream, Whole Strawberry.

procedure: Cover the bottom of an Ice Cream bowl or round sundae dish with crushed strawberries. Top with 2 No. 16 dippers of Vanilla Ice Cream. Sprinkle with chopped nuts. Garnish with whipped cream and a whole strawberry.

ICE CREAM BOWL

ingredients: Strawberry Ice Cream, Vanilla Ice Cream, Chocolate Ice Cream, Orange Sherbet.

procedure: Into an Ice Cream bowl or round sundae dish arrange 1 No. 30 dipper of Strawberry Ice Cream, 1 No. 30 dipper Vanilla Ice Cream, 1 No. 30 dipper of Chocolate Ice Cream. Top with 1 No. 30 dipper Orange Sherbet or fruit ice. Garnish sherbet with whipped cream. Top with a cherry.

NOTE: Any assortment of Ice Cream flavors may be used in making up this service, or half Ice Cream and half sherbet.

CHERRY CREAM NUT

ingredients: Vanilla Ice Cream, Crushed, Chopped, or Rings of Cherry, Blanched Almonds, Whipped Cream, Whole Cherry.

procedure: Into an Ice Cream bowl or round dish, place a No. 10 dipper of Vanilla Ice Cream. Surround the Ice Cream with crushed, chopped, or rings of red cherries. Cover all the cherries with whipped cream—all around. Cover the Ice Cream with a portion of blanched almonds. Sprinkle chopped cherries over the whipped cream. Top the Ice Cream with whipped cream, and garnish with a whole red cherry.

FRUIT DELIGHT

ingredients: Chocolate Ice Cream, Strawberry Ice Cream, Pineapple Ice Cream, Chocolate Topping, Marshmallow Topping, Crushed Strawberries, Whipped Cream, Stem Cherry.

procedure: Into an Ice Cream bowl or round sundae dish, place a ring of pineapple. On this, place 1 No. 30 dipper of Chocolate Ice Cream, 1 No. 30 dipper of Strawberry Ice Cream, 1 No. 30 dipper of Vanilla Ice Cream. Ladle 1/2 oz. marshmallow topping over Chocolate Ice Cream, 1/2 oz. crushed strawberries over Strawberry Ice Cream, 1/2 oz. chocolate topping over Vanilla Ice Cream. Top in center with whipped cream and a stem cherry.



TWIN FUDGE SUNDAE



ingredients: Vanilla Ice Cream, Fudge Topping, Whipped Cream, Red Cherry.

procedure: Into a twin sundae dish, place 2 No. 20 dippers Vanilla Ice Cream. Over the Ice Cream pour 1½ oz. hot or cold fudge topping, dividing it equally over the two molds. Garnish between molds with whipped cream topped with a red cherry.

TWIN TWO TONE SUNDAE

ingredients: Vanilla Ice Cream, Chocolate Fudge, Butterscotch Topping, Whipped Cream, Cherries

procedure: Into a twin sundae dish put two No. 20 dippers Vanilla Ice Cream. Cover one mold with Chocolate Fudge and cover the other with Butterscotch topping. Garnish with a spiral of Whipped Cream in center and decorate with a cherry.

TWIN FUDGE-MALLOW SUNDAE

ingredients: Vanilla Ice Cream. Chocolate Ice Cream, Marshmallow Topping, Chocolate Fudge, Whipped Cream, Chopped Nuts, Maraschino Cherry

procedure: Into a twin sundae dish, put 1 No. 20 dipper Vanilla Ice Cream. 1 No. 20 dipper Chocolate Ice Cream. Cover the Chocolate Ice Cream with 1 oz. Marshmallow topping, and cover the Vanilla Ice Cream with 1 oz. Chocolate Fudge. Sprinkle both molds with Chopped Nuts. Between the molds of Ice Cream rosette whipped cream and top with a red cherry.

CAMPUS TWIN SUNDAE

ingredients: Strawberry Ice Cream, Vanilla Ice Cream, Strawberry Fruit, Chopped Cherries, Whipped Cream, Pineapple Cube

procedure: Into a twin sundae dish, put 1 No. 20 dipper strawberry Ice Cream and 1 No. 20 dipper vanilla Ice Cream. Over the vanilla Ice Cream, pour ¾ oz. crushed strawberries, and over the strawberry Ice Cream ¾ oz. chopped cherries. Between the two molds, place a rosette of whipped cream. Garnish with a pineapple cube.



BERRY TWIN SUNDAE

ingredients: Vanilla Ice Cream, Strawberry topping, Whipped Cream, Whole Strawberry.

procedure: Into a twin sundae dish, place 2 No. 20 dippers Vanilla Ice Cream. Over each mold of Ice Cream, ladle ¾ oz. crushed strawberries. Between the molds of Ice Cream, place a rosette of whipped cream, topped with a whole strawberry.

maraschino *Nut* sundae

GLAMOROUS AS A HOLLYWOOD STARLET...IT'S A DELICIOUS, NUTRITIOUS TASTE SENSATION!



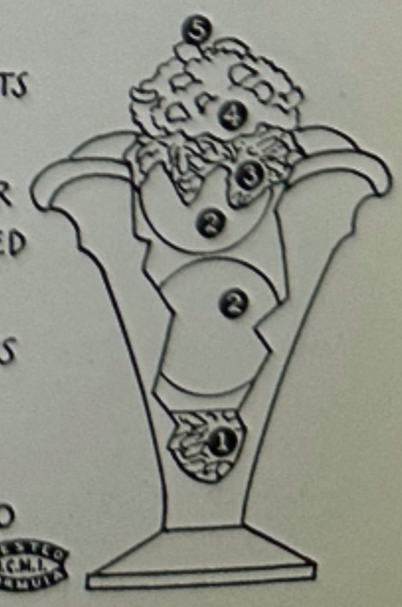
INGREDIENTS

Butter Pecan or Any Nutted Ice Cream
Black Walnuts in syrup
Whipped cream
Chopped maraschino cherries

PROCEDURE

Into a crimped sundae dish, place ½ oz. black walnuts in syrup. Add 2 #20 dippers of butter pecan or any nutted Ice Cream. Cover with 1 oz. black walnuts in syrup. Top with a good portion of whipped cream and sprinkle chopped maraschino cherries generously over the whipped cream.

NOTE: Other type or style of service ware may be substituted, using the same formula.



MOCHA NUT SUNDAE

INGREDIENTS

Chocolate Ice Cream
Heavy Coffee Syrup
Chopped Nuts
Whipped Cream
Cherry

PROCEDURE

Into a tulip sundae dish put ½ oz. heavy coffee syrup. Add 2 #20 dippers of Chocolate or Chocolate variegated Ice Cream. Cover with 1 oz. of coffee syrup and chopped nuts. Garnish with whipped cream and a cherry.

ROASTED CASHEW NUT SUNDAE

INGREDIENTS

Vanilla Ice Cream
Cold Chocolate Fudge
Roasted Cashew Nuts
Whipped Cream

PROCEDURE

Into a crimp sundae dish put ½ oz. of cold chocolate fudge. Add 2 #20 dippers Vanilla Ice Cream. Cover with 1 oz. Chocolate fudge. Surround with roasted cashew nuts. Top with whipped cream and garnish with a whole cashew nut.

TOASTED COCONUT SUNDAE

INGREDIENTS

Vanilla Ice Cream
Caramel fudge
Toasted Coconut
Whipped Cream
Cherry

PROCEDURE

Into a crimp sundae dish put ½ oz. of caramel fudge. Add 2 #20 dippers Vanilla Ice Cream. Cover with one oz. of caramel fudge. Sprinkle generously with toasted coconut. Top with whipped cream and a cherry.

CHOCOLATE MALTED SUNDAE

INGREDIENTS

Chocolate Ice Cream
Marshmallow
Malted Milk Powder
Whipped Cream
Cherry

PROCEDURE

Into a crimp sundae dish put ½ oz. marshmallow. Add 2 #20 dippers chocolate Ice Cream. Cover with 1 oz. marshmallow. Top with whipped cream. Sprinkle with malted milk powder and decorate with a cherry.

nuts in syrup sundae



INGREDIENTS

Vanilla Ice Cream, Nuts in Syrup
Whipped Cream, Cherry

PROCEDURE

Into a crimp sundae dish put ½ oz. of Nuts in Syrup, add 2 #20 dippers Vanilla Ice Cream. Cover with 1 ounce nuts in syrup. Top with whipped cream and garnish with a red cherry.

caramel coconut pecan sundae



INGREDIENTS

Chocolate Ice Cream, Vanilla Ice Cream
Caramel-coconut Topping, Salted Pecan Halves

PROCEDURE

Into a crimped sundae dish, place ½ oz. caramel-coconut topping. Add 1 #20 dipper Chocolate Ice Cream, and 1 #20 dipper Vanilla Ice Cream. Cover with 1 oz. caramel-coconut topping and decorate with 5 whole pecan halves.

CARAMEL-COCONUT TOPPING. 1 part shredded coconut, 3 parts caramel topping. Blend until thoroughly mixed.



chocolate salted almond sundae

INGREDIENTS

Chocolate, Topping, Vanilla Ice Cream
Salted Almonds, Whipped Cream

PROCEDURE

Into a crimp sundae glass put ½ oz. chocolate topping. Add 2 #20 Dippers Vanilla Ice Cream. Cover with 1 ounce Chocolate topping. Place 4 or 5 whole salted almonds on the chocolate topping. Garnish with whipped cream and set 1 salted almond in the center of the whipped cream.

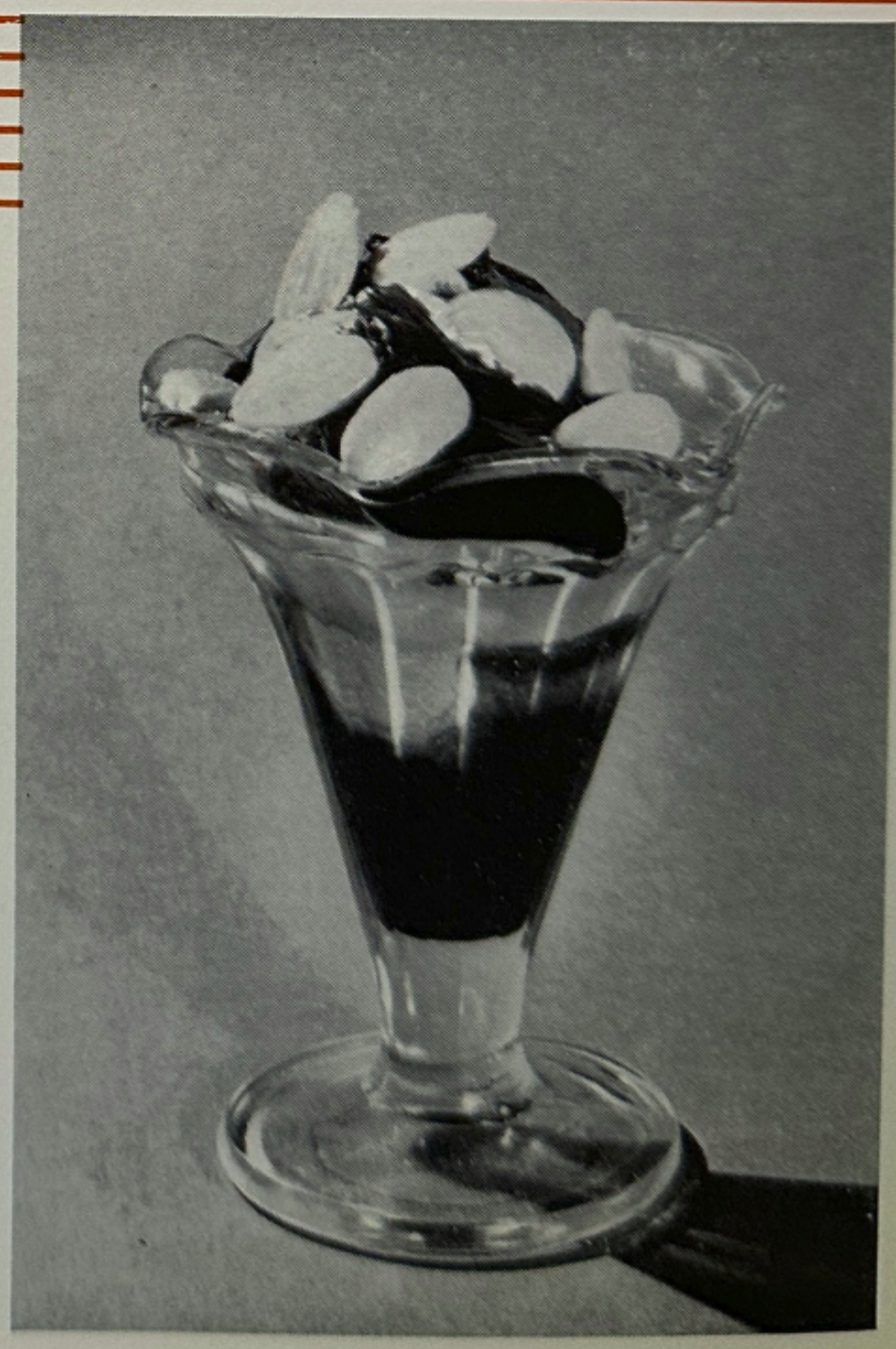
double chocolate salted almond sundae

INGREDIENTS

Chocolate Fudge Topping, Chocolate Ice Cream, Salted Almonds.

PROCEDURE

Into a crimp sundae dish put ½ oz. chocolate fudge, add 2 #20 dippers of Chocolate Ice Cream. Top with 1 oz. chocolate fudge, and center in the fudge 6 or 8 salted almonds.



chocolate chocolate newport

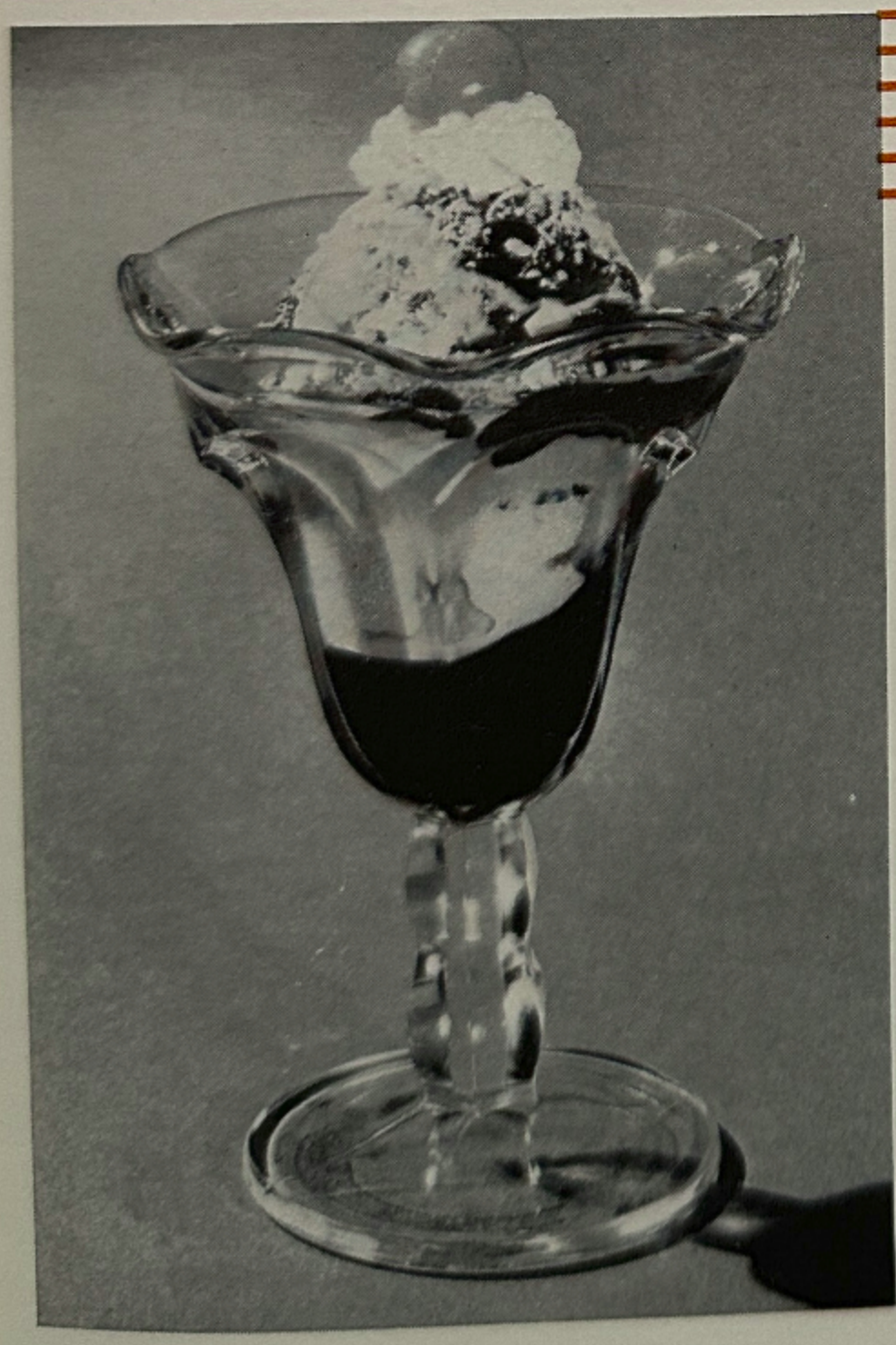


INGREDIENTS

Chocolate Fudge, Chocolate Ice Cream, Broken Milk Chocolate, Chopped Nuts, Whipped Cream, Cherry.

PROCEDURE

Into a crimp sundae dish put ½ oz. chocolate fudge, add 2 #20 dippers Chocolate Ice Cream. Top with 1 oz. Chocolate Fudge, surround with several pieces of milk chocolate, sprinkle with chopped nuts. Garnish with whipped cream and a cherry.



double chocolate nut sundae

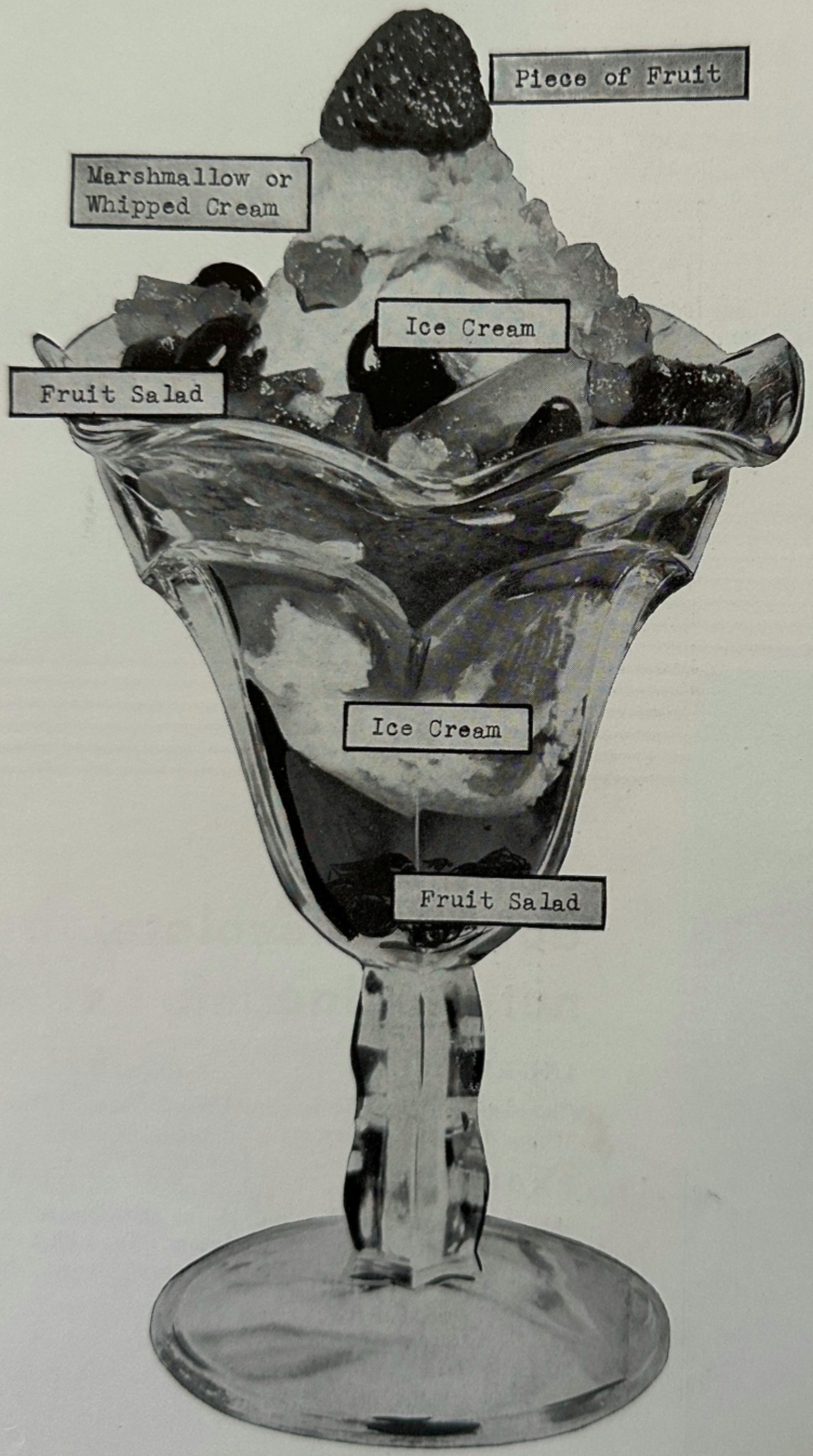
INGREDIENTS

Chocolate Fudge, Chocolate Ice Cream, Chopped Nuts, Whipped Cream, Cherry.

PROCEDURE

Into a tulip sundae glass put ½ oz. chocolate fudge, add 2 #20 dippers Chocolate Ice Cream. Top with 1 oz. chocolate fudge. Sprinkle with chopped nuts. Add whipped cream and a Cherry.

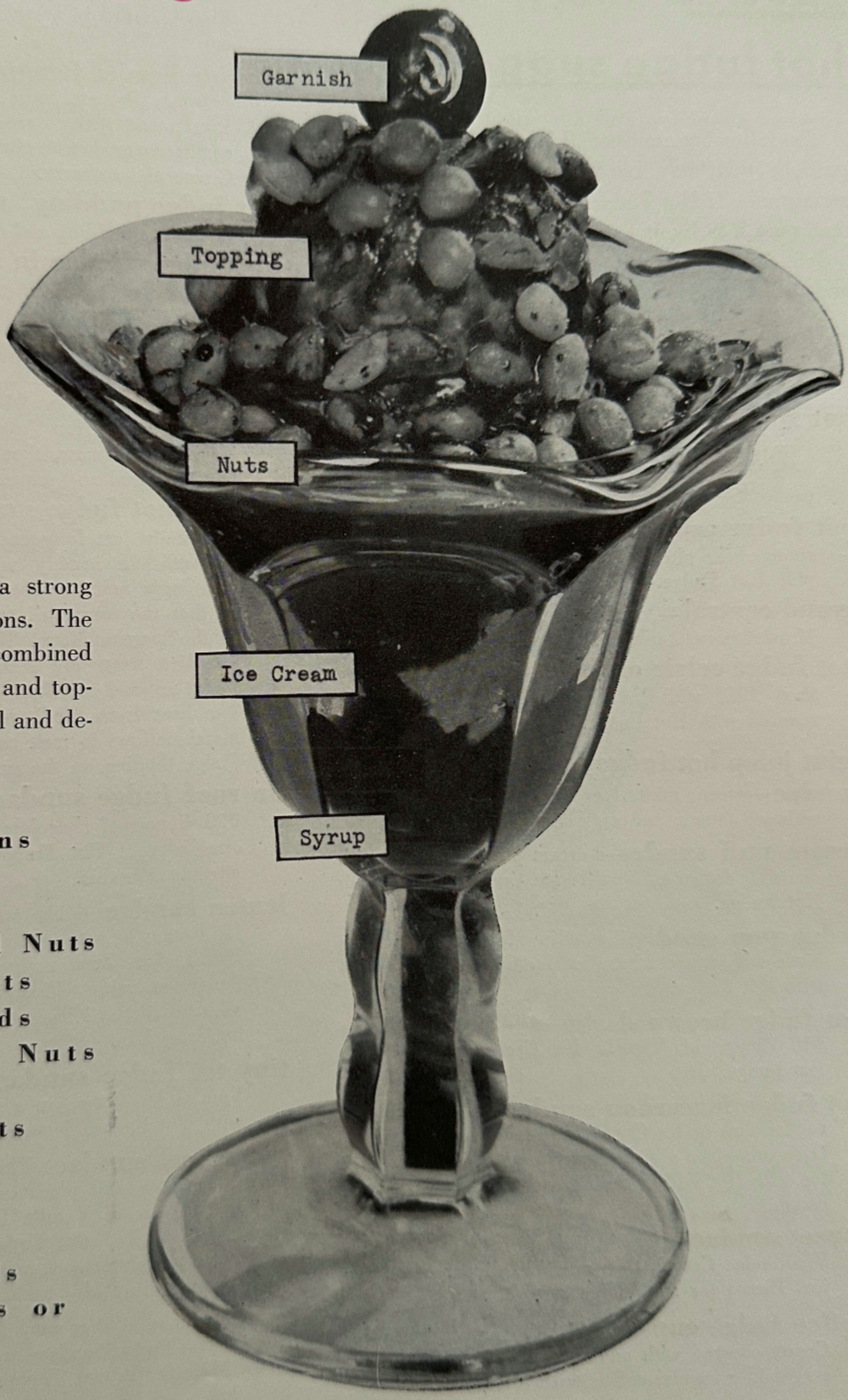
ALL YEAR ROUND



The Fresh Fruit Salad Sundae is a favorite twelve months of the year. Tempting and palatable Fresh Fruit Salad Sundaes can be made by combining several of the following fruits. Make certain, though, that you include acid as well as non acid fruits in order to obtain the proper flavor balance. Use contrasting colors of fruit to add sparkle to the topping. All fruits should be diced, sliced or crushed.

Apples
Apricots
Bananas
Blueberries
Black Cherries
Chopped Green Cherries
Chopped Maraschino type Cherries
Grapefruit
Oranges
Peaches
Pears
Pineapple
Raspberries
Strawberries
Tokay or Malaga Grapes
White Seedless Grapes

sundaes



The Nut Sundae is a strong seller during all seasons. The following nuts can be combined with your staple syrups and toppings to produce unusual and delicious Nut Sundaes:

Black Walnuts
Buttered Pecans
Cashew Halves or Pieces
Chopped Mixed Nuts
English Walnuts
Flaked Almonds
Flaked Brazil Nuts
Hickory Nuts
Macadamia Nuts
Nuts in Syrup
Nut Salad
Pecan Halves
Salted Almonds
Salted Filberts or Hazel Nuts
Salted Pecans
Salted Peanuts

special hot fudge suggestions

The following are Special Name Hot Fudge Suggestions that may be featured by fountains or restaurants. If Hot Fudge appears on a menu more than once it is likely to sell better.

It is smart to feature special Hot Fudge Sundaes and to list their contents on the menu.

tulip hot fudge sundae—served in tulip dish. Two #20 dippers of vanilla Ice Cream plus Hot Fudge, whipped cream, and cherry.

hot fudge pecan—A tulip Hot Fudge sundae plus 8 or 10 large pecan halves. In many cases it sells better with a lot of large pecans at a higher price than with just a few at a lower price.

hot fudge cake ala mode—a square of a sponge cake plus a #20 dipper of vanilla Ice Cream plus Hot Fudge.

grand central—Vanilla Ice Cream, Hot Fudge, Marshmallow, and salted peanuts.

hot fudge eclair or torpedo sundae—eclair shell filled with Ice Cream (Number 20 dipper) covered with Hot Fudge.

mint julep hot fudge or St. Patrick's sundae—green mint Ice Cream plus Hot Fudge, whipped cream, and a green cherry.

cream puff sundae—a cream puff shell filled with one #16 dipper of Vanilla Ice Cream covered with Hot Fudge.

fudge pep sundae—a tulip Hot Fudge Sundae made with peppermint stick Ice Cream and covered with Hot Fudge.

hot fudge brown derby—a doughnut plus a #16 dipper of Vanilla Ice Cream covered with Hot Fudge.

hot fudge macaroon sundae—Into a round sundae dish or Ice Cream bowl place one macaroon. Over this place a #12 dipper of nut Ice Cream and top with Hot Fudge, shredded coconut and whipped cream.

sunset sundae—place in tulip dish one #20 dipper Vanilla Ice Cream, then one #20 dipper of orange ice. Then pour Hot Fudge over this.

coffee fudge cup—one #16 dipper of coffee Ice Cream covered with one short ladle of Hot Fudge, served in a regular coffee cup without saucer.

fiesta hot fudge cup—one #16 dipper of coffee Ice Cream covered with one short ladle of Hot Fudge, served in green, blue, yellow, etc. fiestaware cup.

double header banana split—(during baseball season). Banana Split with 3 dippers of Vanilla Ice Cream, two covered with Hot Fudge and the center covered with Butterscotch Fudge. Whipped Cream and a cherry.

hot fudge pudding—Ice Cream over rice pudding or tapioca pudding and covered with Hot Fudge.

hot fudge sundae in a glass—2 #20 dippers of Vanilla Ice Cream covered with Hot Fudge served in a glass.

touchdown special—Place in a 10 oz. glass one #20 dipper of Vanilla Ice Cream, then ½ of a banana sliced on top of the Ice Cream. Cover with a ladleful of Hot Fudge, add a #20 dipper of Vanilla Ice Cream, then add the other half of the banana sliced and serve.

flaming hot fudge sundae—Dip cubes of sugar in brandy just long enough for the sugar to take up sufficient brandy without melting. You then take large marshmallows and cut a hole in them so that the lumps of sugar will fit into the tops of the marshmallows. The marshmallows with the brandied sugar are then placed on top of a Hot Fudge sundae and lighted with a taper or a candle. The heat from the brandied sugar will cause the marshmallows to melt and flow down over the Hot Fudge topping on the sundae.

tin roof fudge sundae—Place in a tulip dish 2 #20 dippers of chocolate Ice Cream. Pour over this one ladle of Hot Fudge. Sprinkle salted Spanish peanuts over this.

lenten sundae—Place two #20 dippers of Vanilla Ice Cream in a tulip dish topped with one ladle of Hot Fudge. Then make a white cross on top of the fudge, using whipped cream, much in the same manner as the icing is placed across the top of a hot cross bun.

tiny tot fudge sundae—Place one #16 dipper of Vanilla Ice Cream in a small sundae dish and top with Hot Fudge. Serve animal crackers on the side.

pin wheel sundae—Place one slice of jelly roll on a plate and place on the middle of this one #16 dipper of Vanilla Ice Cream. Pour over this 1½ ounces of Hot Fudge. Whipped cream is put on in a spiral by starting at the base of the Ice Cream and working toward the top. Top with cherry.

Other names that may be used for any of these Special Hot Fudge Sundaes are: The Jitterbug, Imperial, Your Majesty, Brown Topper, Skylark, and The Ambassador.

VARIEGATED ICE CREAM IN VERY GAY SERVICES

Variegated Ice Cream, in which a fruit or flavoring ingredient is injected through a staple flavor of Ice Cream—has come into popularity, and is assured a continuing place in the production of Ice Cream.

The great advantage of variegated Ice Cream, is that its combination of Ice Cream and flavor makes possible the creation of taste appealing services and provides additional flavor without the extra cost of topping.

Variegated Ice Cream is often used in making banana splits, parfaits, Ice Cream sodas and milk shake floats. In each instance the added flavor helps create a distinctive service.



The Dish. The dish of variegated Ice Cream with the addition of a few cookies, makes a perfect home service, or a mid-meal refresher at the soda fountain—or a combination in luncheonette, etc.





The Cone. The cone, in which variegated Ice Cream replaces the single flavor, becomes the "cone-dae"—for it is really cone and sundae combined. It should be merchandised as the "cone-dae."

The Sundae. In using the variegated Ice Cream for a sundae, the topping is put into the bottom of the glass in the usual fashion, then between the two dippers of Ice Cream, the top ball of variegated Ice Cream is left uncovered, or topped with whipped cream and a cherry. The variegated sundae can also be made into a nut sundae: For example—use chocolate marshmallow variegated Ice Cream, add a spoon of chopped pecans, top with whipped cream and you have chocolate marshmallow nut sundae.

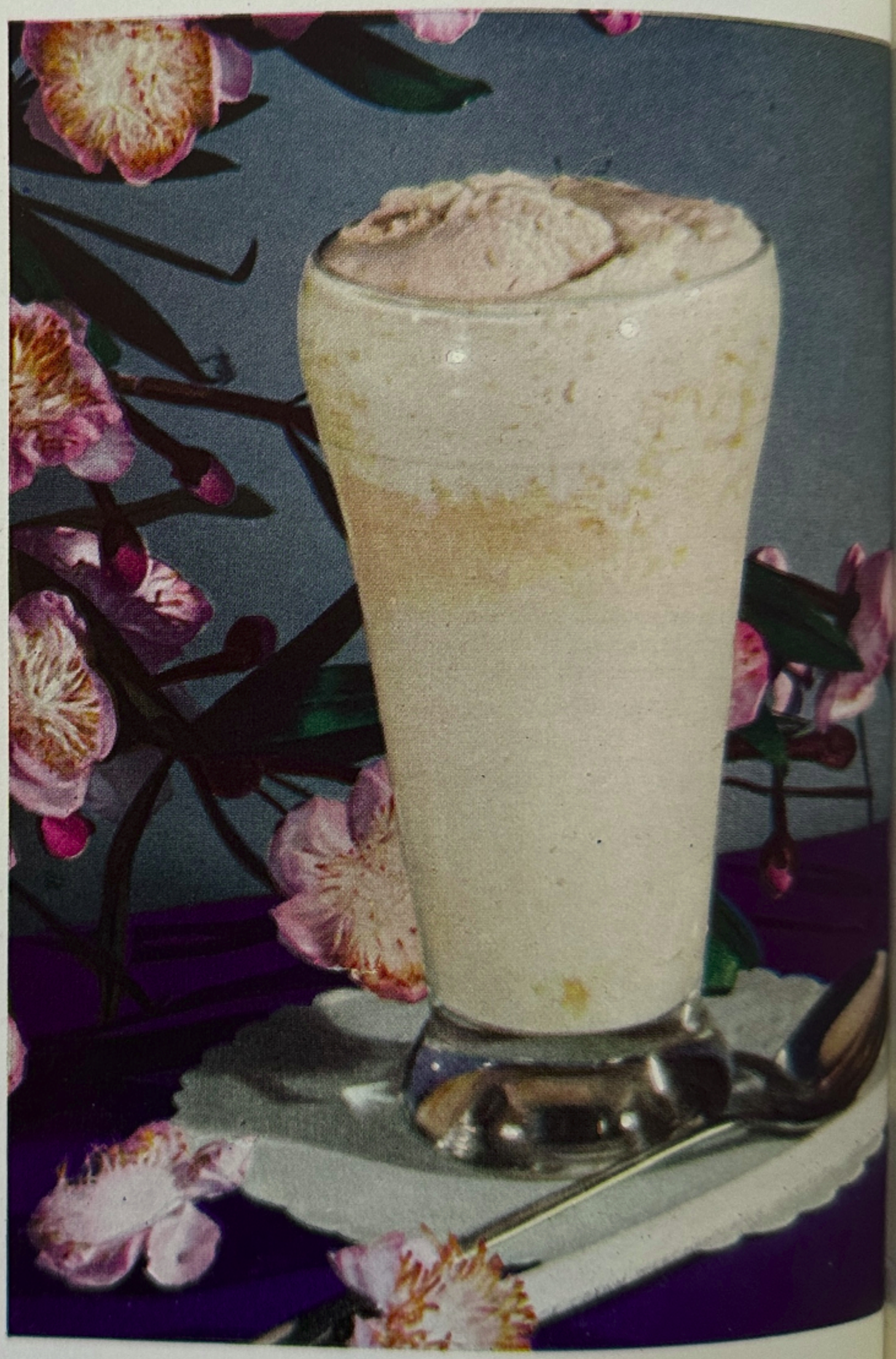
Variegated Ice Cream sundaes are pleasing to many customers, who do not care for the full amount of topping customarily used at the soda fountain or Ice Cream departmenet.

Very gay services are possible with Variegated Ice Cream.

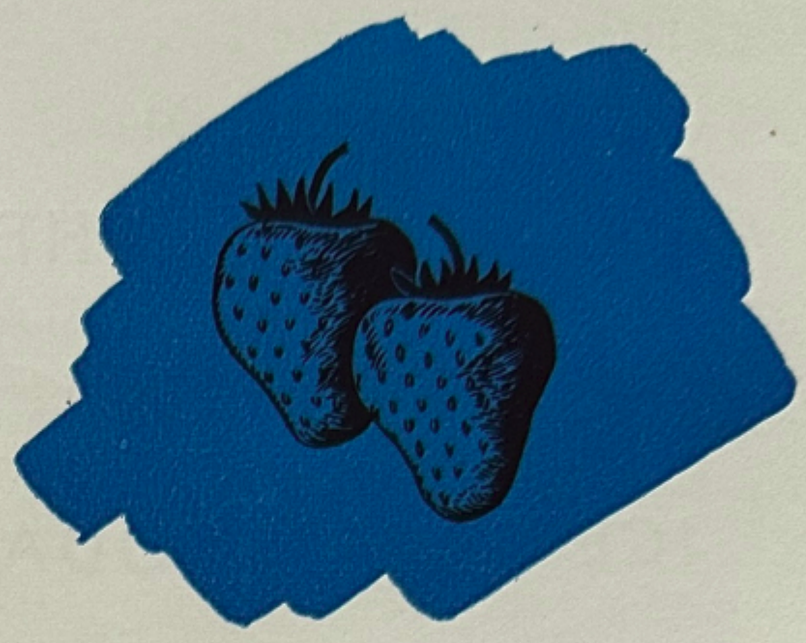


ICE CREAM

SODAS



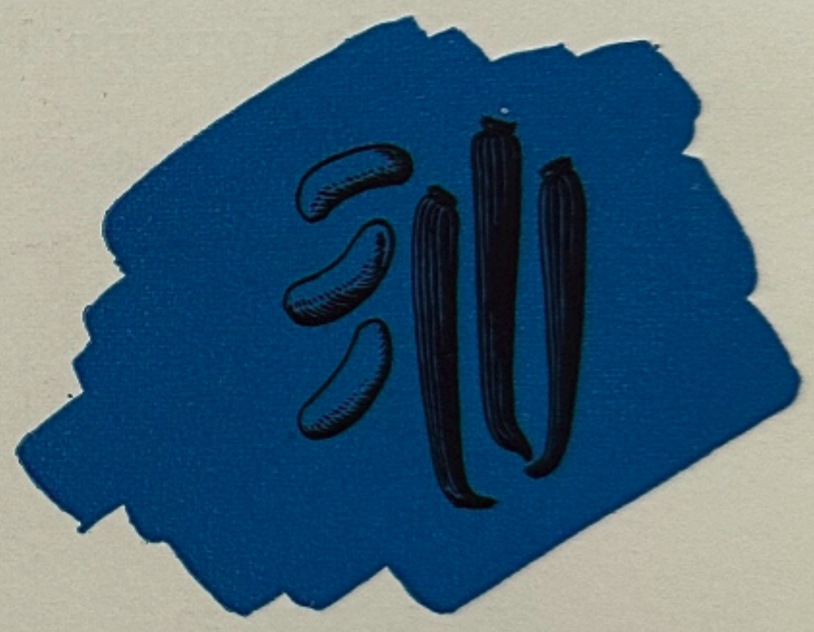




The Ice Cream Soda stands next to the Sundae as a soda fountain profit-maker—not only is it a good year 'round seller but it is popular with many different ages and types of customers. The reputation of many a store has been made and volume business created by serving consistently excellent Ice Cream Sodas.

Quality syrups, a good measure of Ice Cream, and cold highly carbonated water are the ingredients for success in Ice Cream Soda making. Add to this an accurate formula, strictly followed by a dispenser who serves with pride, quickly and courteously—and the Ice Cream Soda business is on its way to lasting success.

In addition to its own unique taste appeal, the tangy flavor of the Ice Cream Soda blends well with sandwiches or salads and other dishes to make it a favorite in combinations.



THIS ICE CREAM SODA IS MADE THIS WAY:

Into a 14 ounce soda glass or paper soda cup put 1½ ounces of crushed fresh or frozen peaches. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. of coffee cream. Fill glass three fourths full with fine stream carbonated water. Float into the carbonated mixture two no. 24 dippers of fresh peach or vanilla Ice Cream. If the glass is not full finish filling with coarse stream carbonated water. Garnish with whipped cream.



THE *CHOCOLATE* ICE CREAM SODA

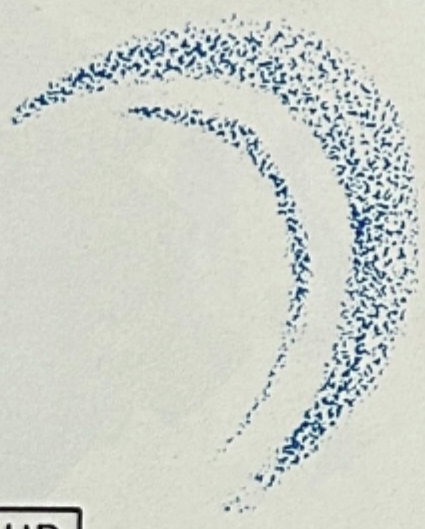
. . . Easy to Make

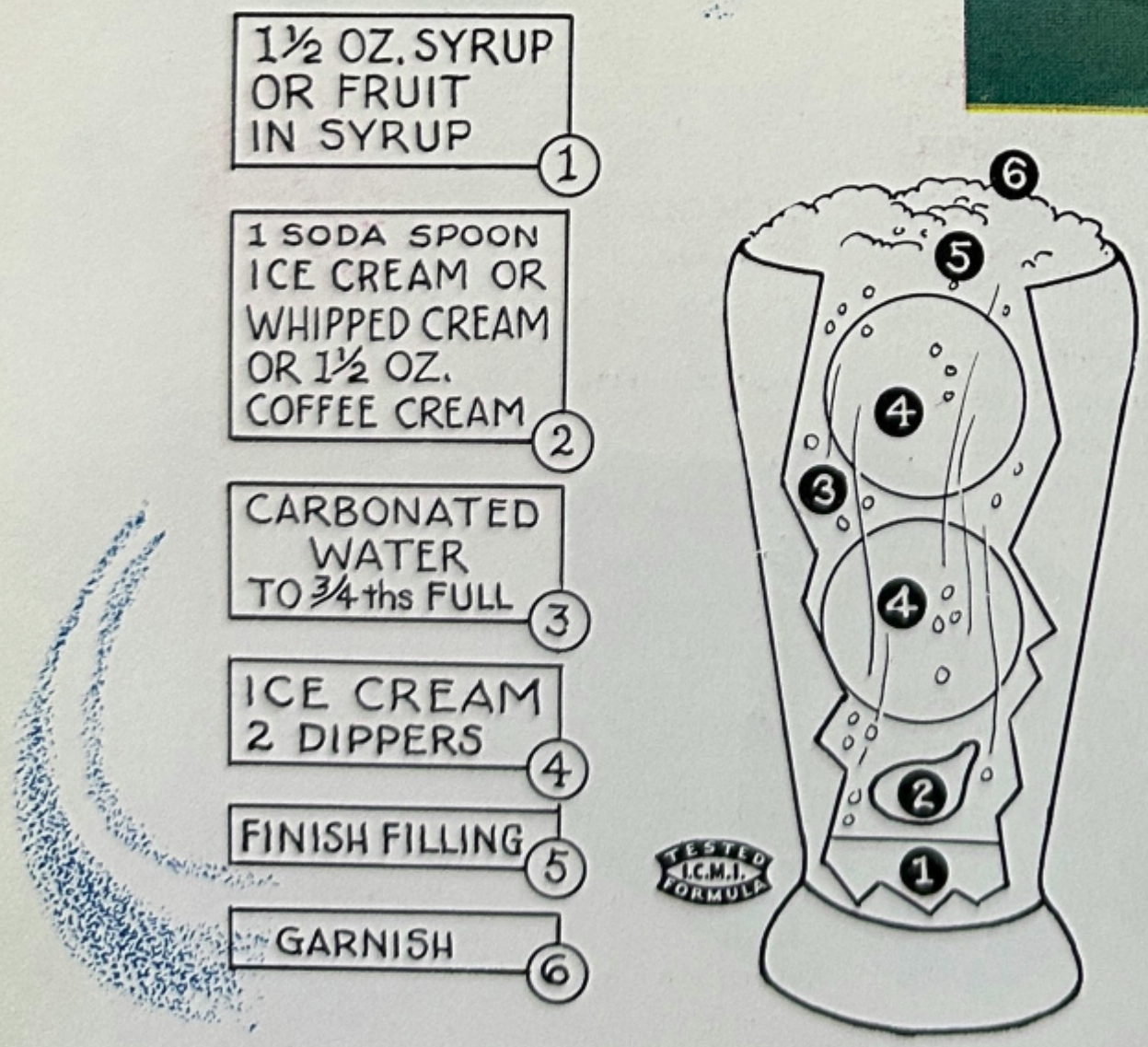
. . . Easy to Sell

It's An All Time

Soda Fountain Favorite







ingredients:

Chocolate Syrup
Ice Cream or Whipped Cream or
Coffee Cream
Carbonated Water
Ice Cream

procedure:

Into a 14 ounce soda glass put 1½ ounces of Chocolate Syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. coffee cream. Fill glass three-fourths full with fine stream of carbonated water. Float into the carbonated mixture 2 No. 24 dippers of Vanilla Ice Cream. If glass is not full finish filling with fine or coarse stream of carbonated water and top with whipped cream.

CHOCOLATE

ice cream sodas . . . MERCHANDISE THEM . . . THEY'RE ZESTFUL, TANGY, FLAVORSOME AND THEY BRING REAL NET PROFITS TO YOUR FOUNTAIN WITH EVERY SALE

...VARIATIONS



CHOCOLATE PEPPERMINT ICE CREAM SODA

ingredients: Chocolate Syrup, Peppermint Ice Cream, Whipped Cream or Coffee Cream, Carbonated Water,

procedure: Into a 14 ounce soda glass or paper cup, put 1½ ounces of Chocolate Syrup. Stir in a soda spoon of Ice Cream, whipped cream or 1½ oz. coffee cream. Blend and add fine stream carbonated water until glass is ¾ths full. Float into the carbonated mixture 2 No. 24 dippers of peppermint Ice Cream. If glass is not full finish with fine or coarse stream carbonated water and top with Whipped Cream.



DOUBLE CHOCOLATE ICE CREAM SODA

ingredients: Chocolate Syrup, Chocolate Ice Cream, Whipped Cream or Coffee Cream, Carbonated Water,

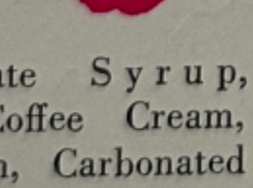
procedure: Into a soda glass or paper cup put 1½ oz. chocolate syrup. Add a soda spoon Ice Cream or whipped cream, or 1½ oz. coffee cream. Add fine stream carbonated water until the glass is ¾ths full. Then float into the carbonated mixture 2 No. 24 dippers chocolate Ice Cream. If the glass is not full, finish filling with fine or coarse stream carbonated water. Top with whipped cream.



BITTERSWEET CHOCOLATE ICE CREAM SODA

ingredients: Bittersweet Syrup, Chocolate Ice Cream, Whipped Cream or Coffee Cream, Carbonated Water.

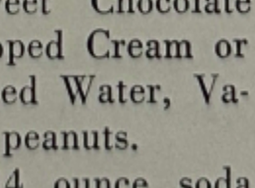
procedure: Into a 14-ounce soda glass or paper cup, put 1½ ounces of bittersweet syrup. Stir into this a soda spoon of Ice Cream or Whipped Cream or 1½ oz. of Coffee Cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Chocolate Ice Cream. If glass is not full, finish filling with the fine or coarse stream of carbonated water. Top with whipped cream.



CHOCOLATE BUTTERNUT ICE CREAM SODA

ingredients: Chocolate Syrup, Whipped Cream or Coffee Cream, Butter-Pecan Ice Cream, Carbonated Water

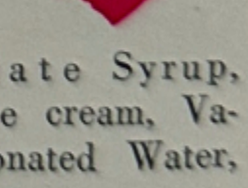
procedure: Into a 14-ounce soda glass or paper cup, put 1½ ounces of chocolate syrup. Stir into this a soda spoon of whipped cream or Ice Cream or 1½ oz. coffee cream. Fill three-fourths full with fine stream carbonated water. Float into a carbonated mixture 2 No. 24 dippers of Butter-Pecan Ice Cream. If glass is not full, finish filling with fine or coarse stream carbonated water. Top with whipped cream.



BOSTON ROOF ICE CREAM SODA

ingredients: Bittersweet Chocolate Syrup, Ice Cream, Whipped Cream or Coffee Cream, Carbonated Water, Vanilla Ice Cream, Salted peanuts.

procedure: Into a 14 ounce soda glass or paper cup, place 1½ ounces of Bittersweet Chocolate Syrup. Stir in a soda spoon of Ice Cream or whipped cream or 1½ ounce coffee cream. Fill glass three-fourths full with fine stream of carbonated water. Float into the carbonated mixture 2 No. 24 dippers of Vanilla Ice Cream. If glass is not full finish filling with fine or coarse stream carbonated water. Top with Whipped Cream and a generous serving of salted peanuts.

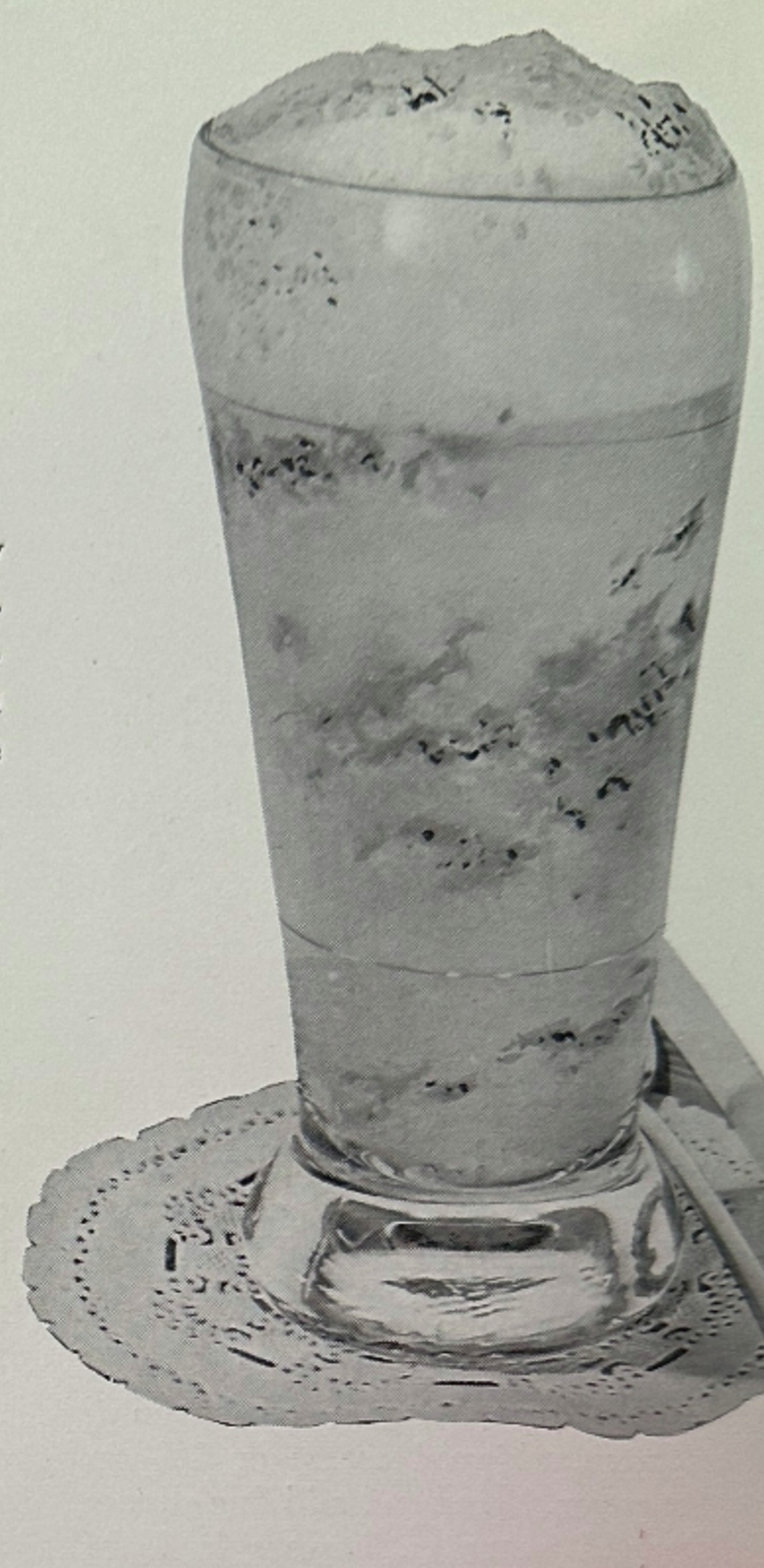


CHOCOLATE BANANA ICE CREAM SODA

ingredients: Chocolate Syrup, whipped cream or coffee cream, Vanilla Ice Cream, Carbonated Water, Sliced Bananas

procedure: Into a 14-ounce soda glass or paper cup, put 1½ ounces of chocolate syrup. Stir into this a soda spoon of Ice Cream, whipped cream, or 1½ oz. coffee cream. Fill ¾ths full with fine stream carbonated water. Float into carbonated mixture 2 No. 24 dippers of Vanilla Ice Cream. If the glass is not full, finish filling with the fine or coarse stream carbonated water. Top with 5 slices banana.

STRAWBERRY ICE CREAM SODA

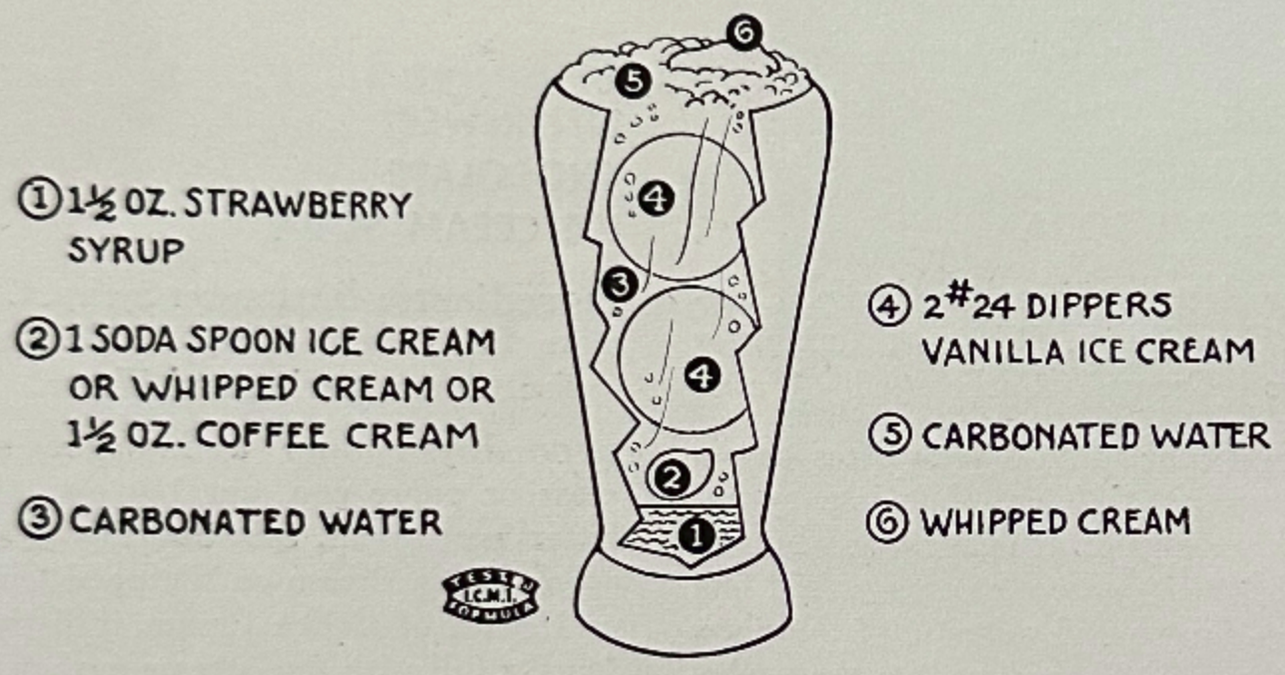


Ingredients:

Strawberry Syrup. Ice Cream or Whipped Cream or Coffee Cream. Carbonated Water. Vanilla Ice Cream. Whipped Cream.

Procedure:

Into a 14 ounce soda glass or paper service, put 1½ ounces of strawberry syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. coffee cream. Fill glass three-fourths full with fine stream carbonated water. Add 2 #24 dippers of Vanilla Ice Cream. Finish filling glass with fine stream of carbonated water and top with Whipped Cream. In the event you have Strawberry Ice Cream give your customers a choice.



LEMON ICE CREAM SODA

Ingredients:

Lemon Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water

Procedure:

Into a soda glass or paper cup put 1½ ounces lemon syrup and blend with 1 soda spoon of Ice Cream, whipped cream or 1½ oz. coffee cream. Fill the glass ¾ths full with fine stream carbonated water. Float into carbonated mixture 2 #24 dippers of Vanilla Ice Cream. If glass is not full, finish filling with fine or coarse stream of carbonated water. Garnish with whipped cream.

ORANGE ICE CREAM SODA

Ingredients:

Orange Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water

Procedure:

Into a soda glass or paper cup put 1½ oz. Orange Syrup, add 1 soda spoon Ice Cream or whipped cream, or 1½ oz. Coffee Cream. Add fine stream carbonated water until the glass is ¾ths full. Float into the carbonated mixture, 2 #24 dippers of Vanilla Ice Cream. If glass is not full, finish filling with coarse stream carbonated water. Garnish with whipped cream.

RASPBERRY ICE CREAM SODA

Ingredients:

Raspberry Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water

Procedure:

Into a soda glass or paper cup put 1½ oz. Raspberry Syrup, add 1 soda spoon Ice Cream or whipped cream, or 1½ oz. Coffee Cream. Add fine stream carbonated water until the glass is ¾ths full. Float into the carbonated mixture, 2 #24 dippers of Vanilla or Raspberry Ice Cream. If glass is not full, finish filling with coarse stream carbonated water. Garnish with whipped cream.



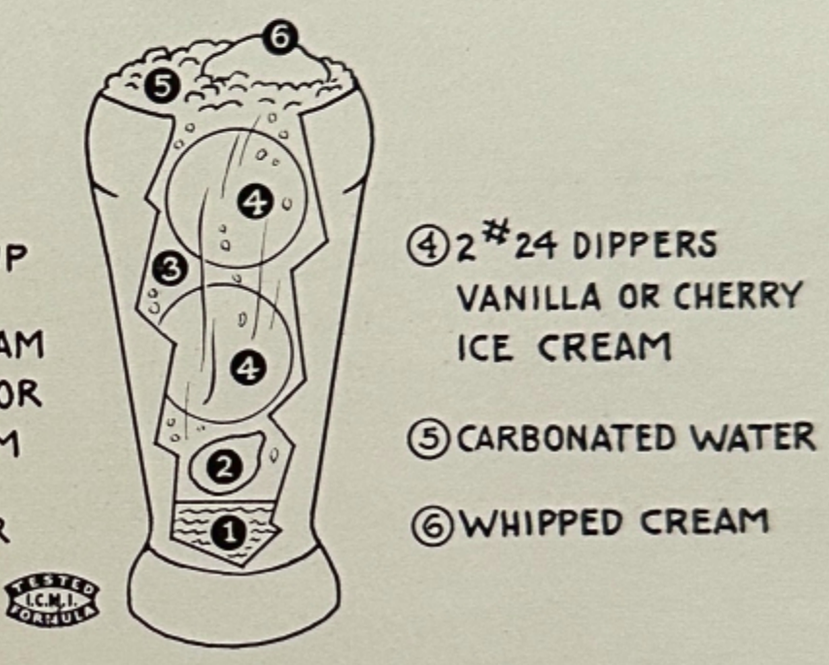
CHERRY ICE CREAM SODA

Ingredients:

Cherry Syrup. Vanilla or Cherry Ice Cream. Crushed Cherries. Ice Cream. whipped cream or coffee cream. Carbonated water. Whipped Cream.

Procedure:

Into a soda glass, put 1½ oz. of Cherry Syrup. Add a spoonful of Ice Cream, or whipped cream or 1½ oz. coffee cream and blend into the syrup. Add fine stream of carbonated water until the glass is three-fourths full. Float into the carbonated mixture 2 #24 dippers of Vanilla or Cherry Ice Cream. If the glass is not full, finish filling with the coarse stream of carbonated water. Top with whipped cream and a spoon of crushed cherries.



BANANA ICE CREAM SODA

Ingredients:

Crushed Bananas in Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass put 1½ oz. crushed bananas in syrup. Add a soda spoon of whipped cream or Ice Cream or 1½ oz. coffee cream. Blend well, then fill the glass ¾ths full with fine stream carbonated water. Float into the carbonated mixture 2 #24 dippers Vanilla Ice Cream. If the glass is not full, finish filling with the coarse or fine stream carbonated water. Top with whipped cream.

BLUEBERRY ICE CREAM SODA

Ingredients:

Fresh Crushed Blueberries
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass put 1½ oz. crushed fresh blueberries. Add 1 soda spoon Ice Cream or whipped cream, or 1½ oz. coffee cream. Mix well and add fine stream carbonated water until the glass is ¾ths full. Then float into the carbonated mixture 2 #24 dippers Vanilla Ice Cream. If glass is not full, finish filling with coarse or fine stream carbonated water. Top with whipped cream.

PINEAPPLE ICE CREAM SODA

Ingredients:

Pineapple Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla or Pineapple Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass, pour 1½ ounces Pineapple Syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. coffee cream, and blend thoroughly. Add fine stream of carbonated water, until glass is three-fourths full. Float into carbonated mixture 2 #24 dippers of Vanilla or Pineapple Ice Cream. If glass is not full, finish filling with fine stream of carbonated water. Top with whipped cream.



spotlite orange

ice cream soda

INGREDIENTS:

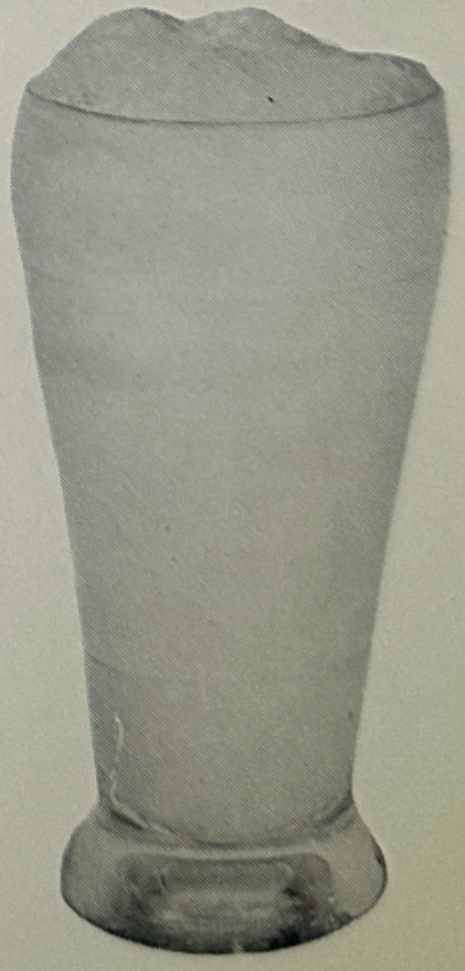
Orange Syrup
Ice cream, whipped cream of coffee cream
Orange Ice Cream
Carbonated Water
Slice of Orange

PROCEDURE:

Into a 14 oz. soda glass or paper soda cup, place 1½ ounces orange syrup and a dash of acid phosphate or lemon juice. Add a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Blend, and add fine stream carbonated water until glass is three fourths full. Float into the carbonated mixture 2 #24 dippers of orange Ice Cream.* If the glass is not full, finish filling with coarse or fine stream carbonated water. Garnish with a slice of orange.

* If desired, orange-pineapple, lemon, or vanilla Ice Cream may be used.

lemon banana ice cream soda



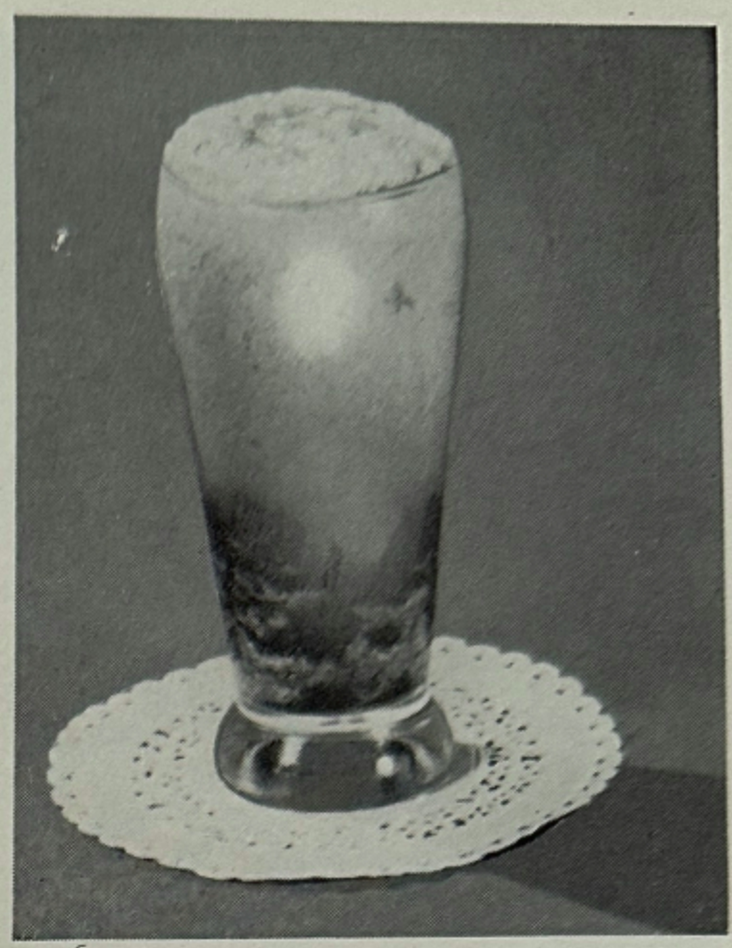
INGREDIENTS:

Lemon Syrup • Banana Ice Cream • Whipped Cream or Coffee Cream
Carbonated Water

PROCEDURE:

Into a 14-ounce soda glass or paper soda cup put 1½ ounces of lemon syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Fill three-fourths full with fine stream carbonated water. Float into carbonated mixture 2 #24 dippers of Banana Ice Cream. If glass is not full, finish filling with coarse stream carbonated water. Garnish with whipped cream.

PINEAPPLE COCONUT ICE CREAM SODA

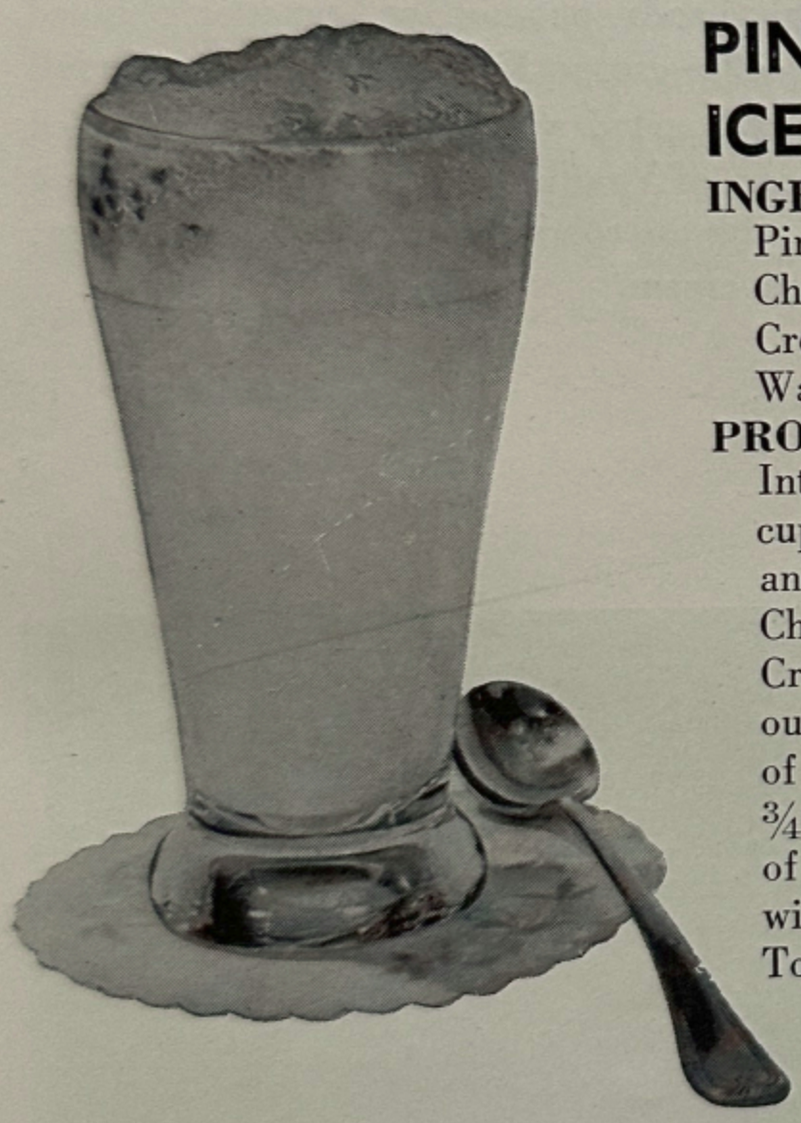


Ingredients:

Whipped Cream
Pineapple Syrup
Pineapple Ice Cream
Ice Cream, whipped cream or coffee cream
Carbonated Water
Shredded Coconut

Procedure:

Into a 14 ounce soda glass or paper cup, put 1½ ounces of Pineapple Syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. coffee cream. Fill three-fourths full with fine stream carbonated water. Float into the carbonated mixture 2 #24 dippers of Pineapple Ice Cream. If glass is not full, finish filling glass with fine stream carbonated water. Top with a soda spoon crushed pineapple, and sprinkle shredded coconut over the entire top.



PINEAPPLE - CHERRY ICE CREAM SODA

INGREDIENTS:

Pineapple Syrup • Crushed Burgundy Cherries • Ice Cream, Whipped Cream or Coffee Cream • Carbonated Water • Vanilla Ice Cream.

PROCEDURE:

Into a 14 ounce soda glass or paper cup place ¾ ounce of Pineapple Syrup and ¾ ounce Crushed Burgundy Cherries. Stir in a soda spoon of Ice Cream or whipped cream or 1½ ounces coffee cream. Add fine stream of carbonated water until glass is ¾ths full. Then add 2 #24 dippers of Vanilla Ice Cream and finish off with fine stream carbonated water. Top with Whipped Cream.



FRUIT SALAD ICE CREAM SODA

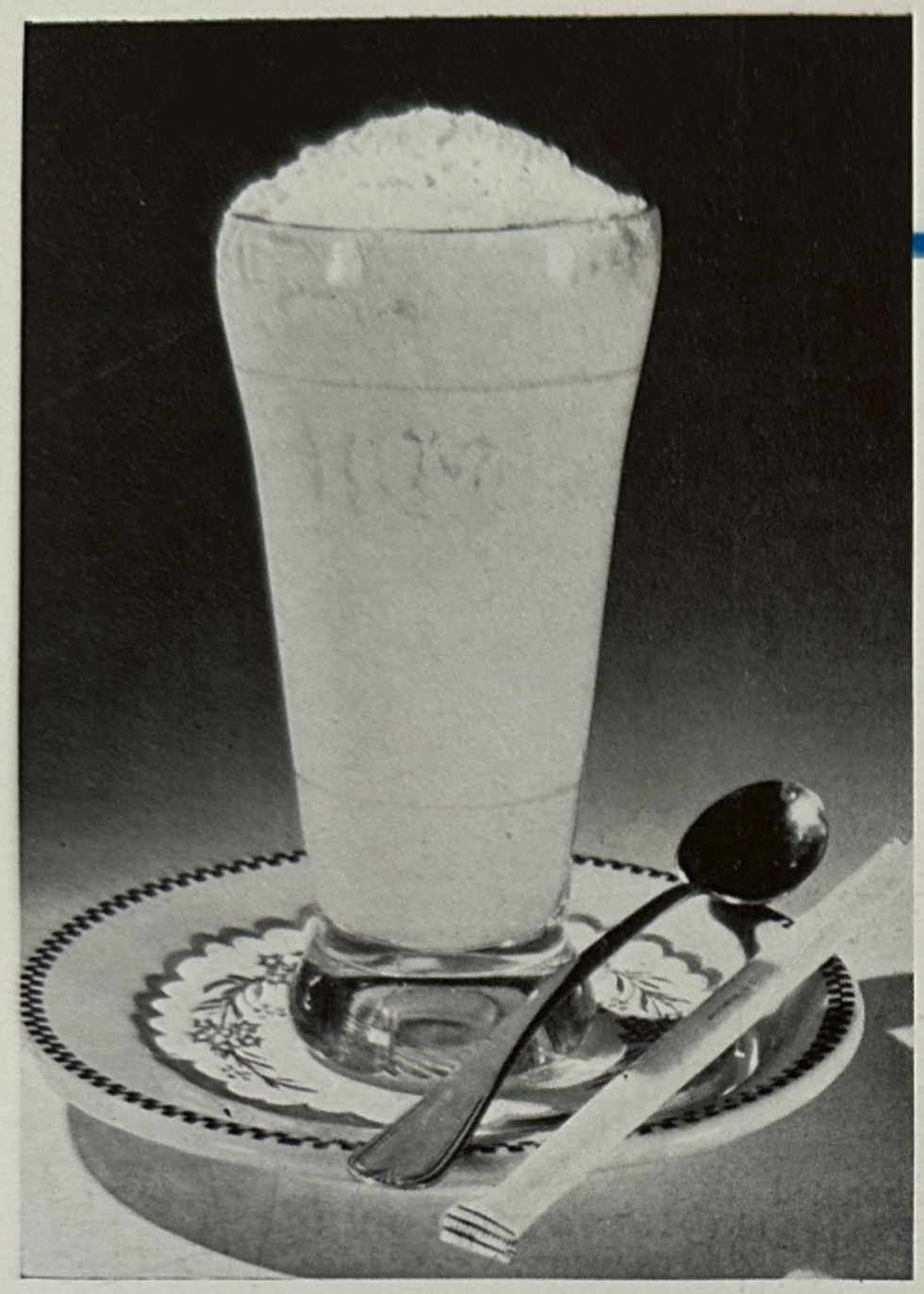
Ingredients:

Fruit Salad Topping
Ice Cream, whipped cream or coffee cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper cup place 1½ oz. fruit salad topping. Add 1 soda spoon Ice Cream or whipped cream or 1½ oz. coffee cream. Blend well, then add fine stream carbonated water until the glass is ¾ths full. Float into the carbonated mixture 2 #24 dippers Vanilla Ice Cream. If glass is not full, finish filling with coarse or fine stream carbonated water. Top with whipped cream.





VANILLA ICE CREAM SODA

Ingredients:

Vanilla Syrup
Ice Cream, whipped cream or coffee cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper cup put 1½ ounces of Vanilla syrup. Stir into this a soda spoon of Ice Cream or whipped cream or 1½ oz. coffee cream. Fill glass three-fourths full with fine stream carbonated water. Float into carbonated water 2 #24 dippers of Vanilla Ice Cream. If glass is not full, finish filling with the coarse stream carbonated water. Top with whipped cream.

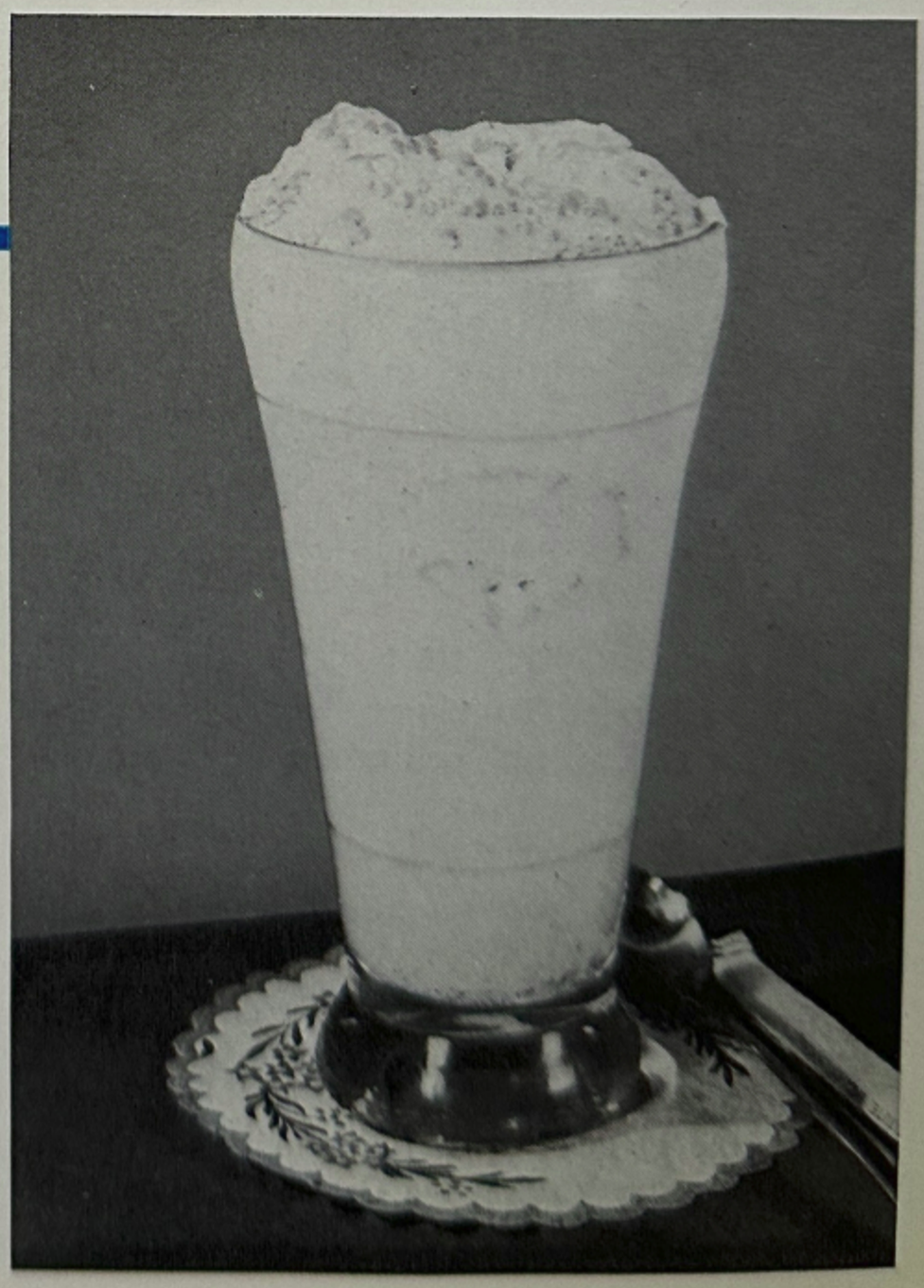
COFFEE ICE CREAM SODA

Ingredients:

Strained Honey
Coffee Syrup
Ice Cream or whipped cream or coffee cream
Coffee Ice Cream
Carbonated Water

Procedure:

Into a 14 ounce soda glass or paper cup put 1½ ounces of Coffee Syrup. Stir into this a soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream. Fill glass three-fourths full with fine stream of carbonated water. Add 2 #24 dippers of Coffee or Vanilla Ice Cream. Finish filling glass with fine stream of carbonated water. Top with whipped cream.



BROADWAY ICE CREAM SODA

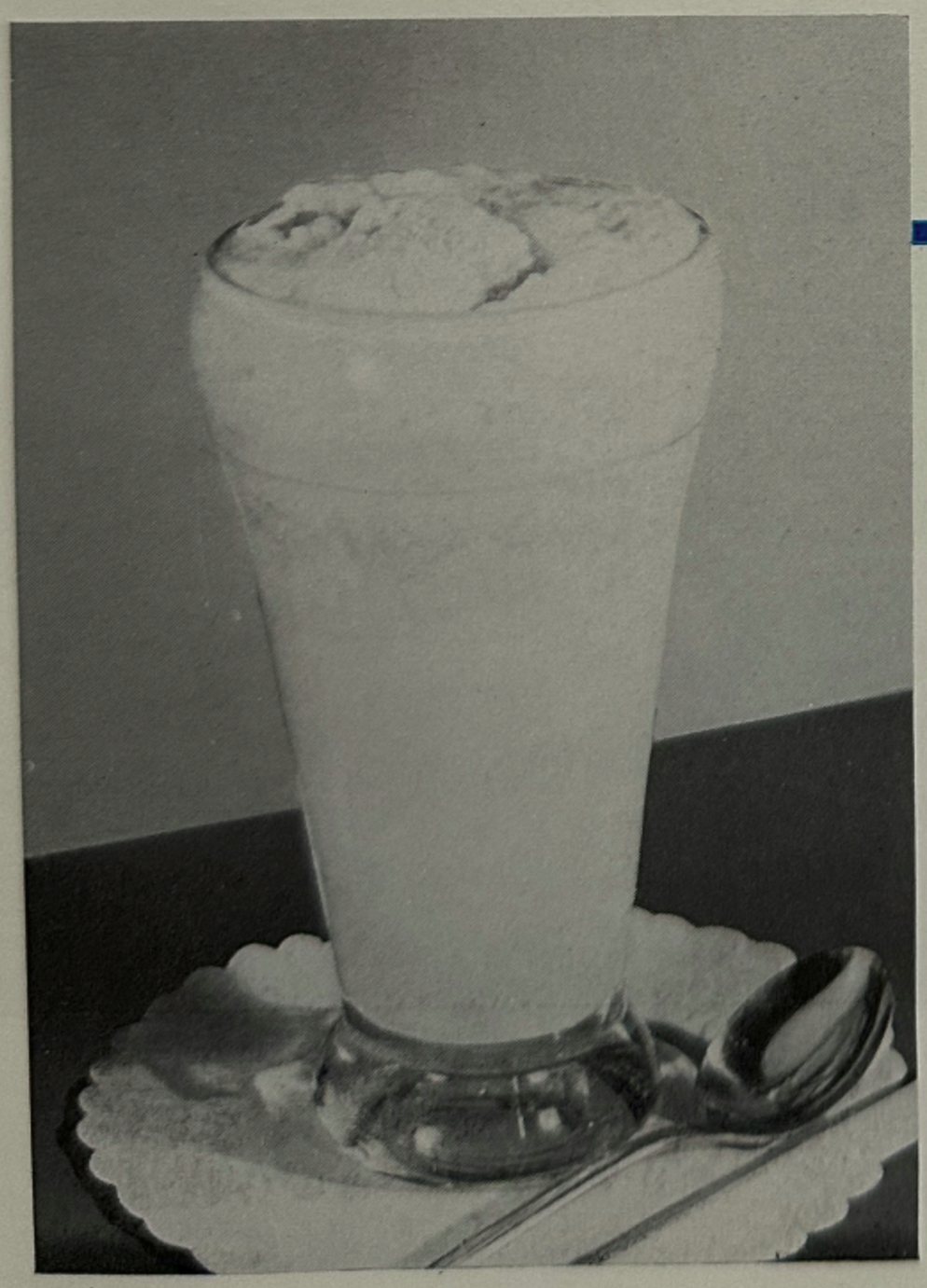


Ingredients:

Chocolate Syrup
Ice Cream or Whipped Cream or Coffee Cream
Coffee Ice Cream
Carbonated Water
Whipped Cream

Procedure:

Into a soda glass or paper service, put 1½ oz. chocolate syrup. Stir in 1 soda spoon Ice Cream or whipped cream or 1½ oz. coffee cream. Add fine stream carbonated water until the glass is ¾ths full. Then float into the carbonated mixture 2 #24 dippers coffee Ice Cream. If the glass is not full, finish filling with the coarse stream carbonated water. Top with whipped cream.



ROOT BEER ICE CREAM SODA

Ingredients:

Root Beer Syrup
Ice Cream, Whipped Cream or Coffee Cream
Vanilla Ice Cream
Carbonated Water
Whipped Cream

Procedure:

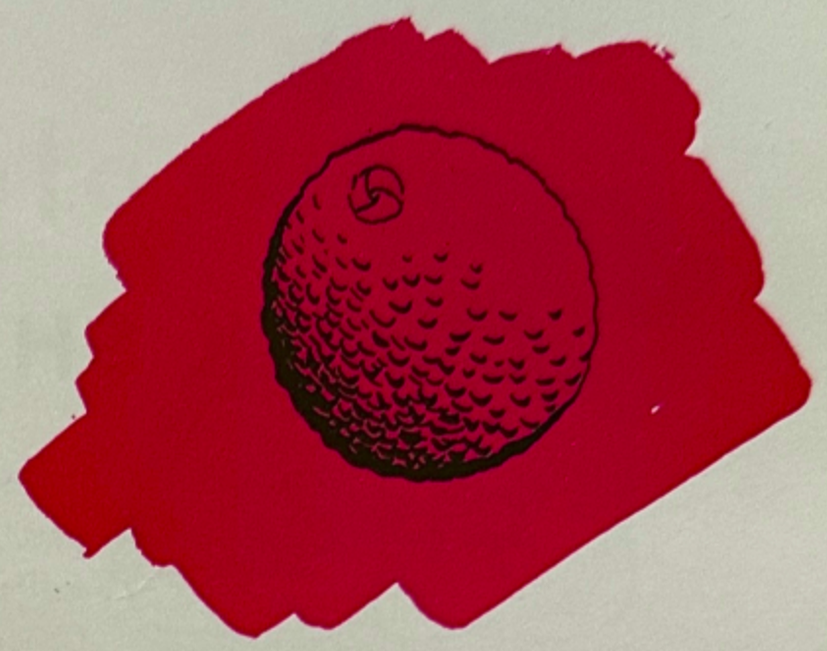
Into a soda glass or paper service put 1½ oz. root beer syrup. Add 1 soda spoon whipped cream or Ice Cream or 1½ oz. coffee cream and blend. Add fine stream carbonated water until the glass is ¾ths full. Float into the carbonated mixture 2 #24 dippers Vanilla Ice Cream. If glass is not full, finish filling with coarse stream carbonated water. Top with whipped cream.



MILK DRINKS







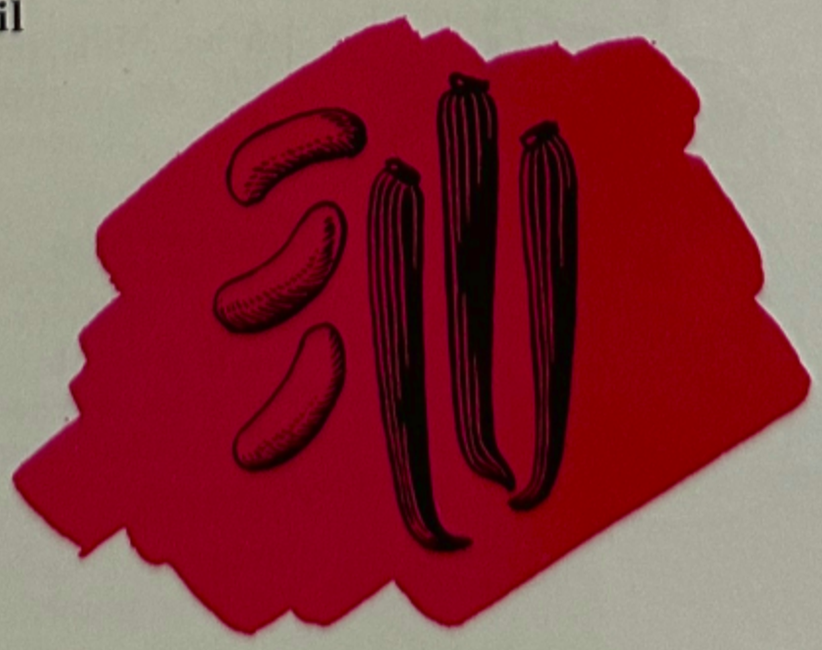
One of the "Big Three" services at the soda fountain, the milk shake made with Ice Cream is a very good profit-maker. It accounts for the highest average sale per customer. People like mixed Ice Cream drinks. They like the velvety smoothness and refreshment of a well mixed, fully aerated combination of flavor, milk and Ice Cream. The wide public acceptance and outstanding consumption of malted milks, milk shakes with egg is proved through their continued movement over the soda fountains. A greater gallonage of Ice Cream is sold in mixed drinks than through any other type of Ice Cream service.

An accurate formula, carefully followed, using cold milk, and chilled syrup, with a good portion of Ice Cream, then mixing the drink to greatest aeration—these are secrets of making the milk drink "big business" at the soda fountain or Ice Cream department. A reputation can be established, business and profits grow, with the creation of that taste satisfaction in your Ice Cream milk drinks.



THIS MILK SHAKE IS MADE THIS WAY:

Into a mixing cup put 5 ounces cold pasteurized milk. 1½ ounces root beer syrup (sometimes reduced to 1 oz. depending on its weight and flavor) 2 No. 24 dippers of Vanilla Ice Cream. Place on the mixer until thoroughly blended. Serve in a thin glass or paper service.



THE chocolate MILK SHAKE



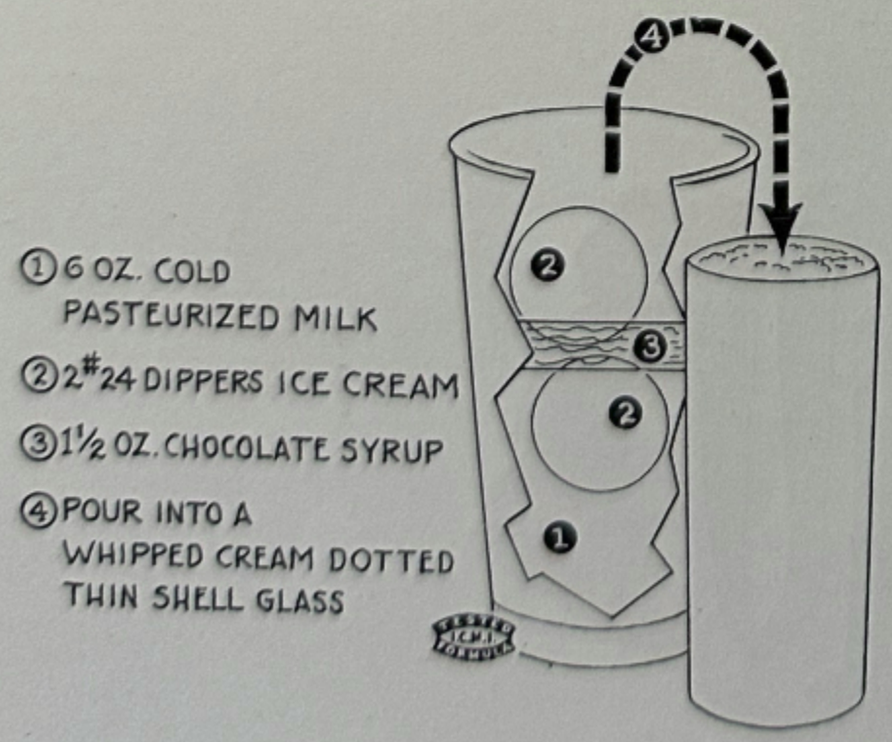
Ingredients:

Cold pasteurized milk
Vanilla Ice Cream
Chocolate syrup

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 2 #24 dippers of Vanilla (or chocolate) Ice Cream, and 1½ ounces of chocolate syrup. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass ¾ths full and serve the mixing can at the side for over pour.

vary the formula to suit your customer's taste . . .



Lightweight

6 oz. Milk (cold)
1½ oz. syrup
2 No. 24 scoops Ice Cream*

Middleweight

5 oz. Milk (cold)
1½ oz. syrup
3 No. 24 scoops Ice Cream*

Heavyweight

4 oz. Milk (very cold, slush if possible)
1½ oz. syrup
3 No. 24 scoops Ice Cream*

* If Malted Milk is used—1 trip or 1 spoonful is added at this point.

PROCEDURE: Pour the correct measure of milk into a mixing cup. Add 1½ oz. syrup and the correct portions of Ice Cream. (If a malted milk, add at this point 1 rounded spoonful or a clip measure from malt dispenser after adding Ice Cream). Place cup on the mixer and leave it long enough to blend the mixture smoothly.

While drink is mixing, select a clean, thin shell glass, and spot a soda spoon of whipped cream around the inside. Then pour mixture from the mixing cup into the glass, filling it not quite full. Serve mixing cup at the side. For table service the mixing cup is eliminated and glass is completely filled.

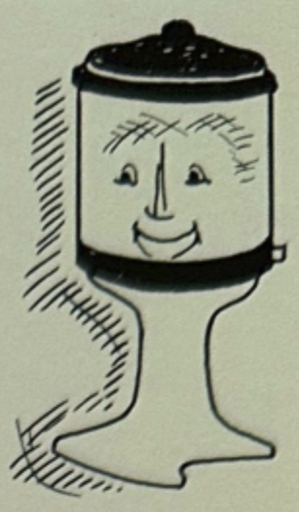
CHOCOLATE MALTED MILK

Ingredients:

Cold Pasteurized Milk, Ice Cream (Chocolate or Vanilla)
Chocolate Syrup, Malted Milk Powder, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup and 2 #24 dippers of Vanilla Ice Cream and 1 spoon malted milk powder. Place on mixer long enough to blend ingredients thoroughly. Serve in a whipped cream dotted glass with mixing cup at side.



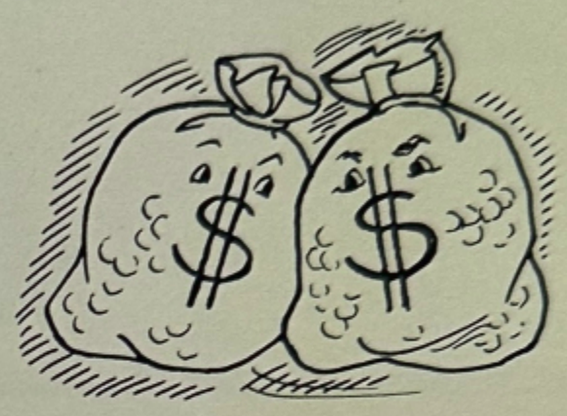
DOUBLE RICH MILK SHAKE

Ingredients:

Cold Pasteurized Milk, Chocolate Syrup
Chocolate Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 4 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup and 3 #24 dippers Chocolate Ice Cream. Place on mixer long enough to mix thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at the side.



FROSTED CHOCOLATE FLOAT

Ingredients:

Cold Pasteurized Milk, Chocolate Syrup
Vanilla Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup, and 1 #24 dipper Vanilla Ice Cream. Place on mixer long enough to blend thoroughly. Pour into a whipped cream dotted glass until three-fourths full, then top with 1 #24 dipper of Vanilla Ice Cream.



CHOCOLATE PEP MILK SHAKE

Ingredients:

Cold Pasteurized Milk, Chocolate Syrup
Peppermint Stick Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. chocolate syrup and 2 #24 dippers Peppermint Stick Ice Cream. Place on mixer long enough to blend thoroughly. Serve in a whipped cream dotted glass with mixing cup at side.



EGG CHOCOLATE

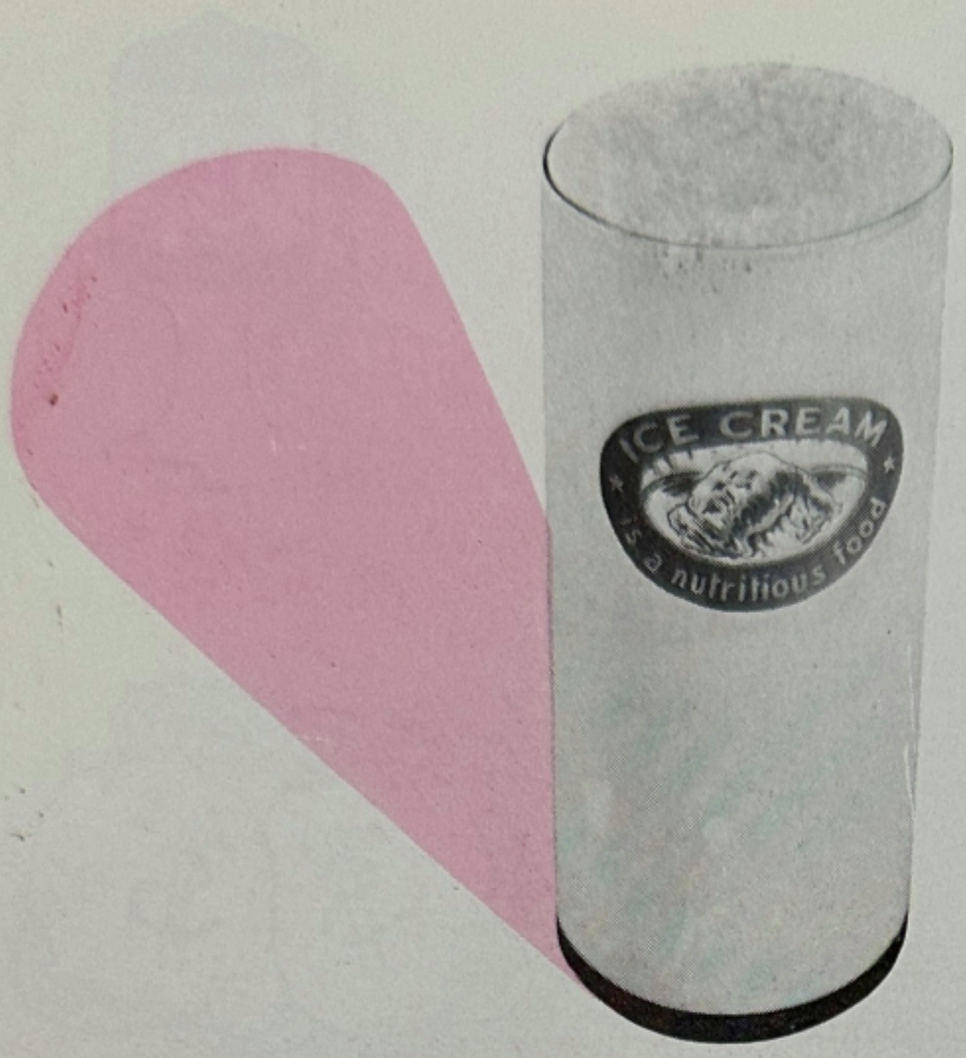
Ingredients:

Cold Pasteurized Milk, Fresh Egg
Chocolate Syrup, Vanilla Ice Cream, Whipped Cream

Procedure:

Into a mixing cup put 6 oz. cold pasteurized milk. Add 1 fresh egg, 1½ oz. chocolate syrup and 2 #24 dippers Vanilla Ice Cream. Place on mixer until well blended. Serve in a whipped cream dotted thin shell glass, with mixing cup at side.





MAPLE MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Maple Syrup, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. maple syrup, and 2 #24 dippers Vanilla Ice Cream. Place on mixer long enough to blend thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side.

For table service the mixing cup is eliminated, and the glass completely filled.

NOTE: If you use homogenized milk reduce the amount in the formula to 5 ounces.

COFFEE MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Vanilla or Coffee Ice Cream, Coffee Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. 1½ oz. of coffee syrup, and 2 #24 dippers Vanilla or Coffee Ice Cream. Place on mixer until thoroughly blended. Pour into a whipped cream dotted thin shell glass, and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and glass completely filled.

PEANUT CRUNCH MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Peanut Crunch, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. peanut crunch, and 2 #24 dippers Vanilla Ice Cream. Place on the mixer, and leave long enough to blend ingredients thoroughly. Serve in a Whipped Cream dotted thin shell glass, with mixing cup at side for overpour.

For table service the mixing cup is eliminated, and glass is completely filled.



PINEAPPLE MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Pineapple Syrup, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup place 6 oz. cold pasteurized milk. Add 1½ oz. pineapple syrup and 2 #24 dippers Vanilla Ice Cream. Place on mixer long enough to blend ingredients thoroughly. Pour into a whipped cream dotted glass, serve with mixing cup at side for over pour. For table service the mixing cup is eliminated, and glass completely filled.

CHERRY MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Cherry Syrup, Vanilla Ice Cream, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ oz. Cherry syrup and 2 #24 dippers Vanilla Ice Cream. Place on the mixer long enough to blend ingredients thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side.
For table service the mixing cup is eliminated, and glass is completely filled.



VANILLA MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Vanilla Ice Cream, Vanilla Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces Vanilla Syrup, and 2 #24 dippers of Vanilla Ice Cream. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass, and serve the mixing can at the side for over pour.
For table service the mixing cup is eliminated, and glass completely filled.

STRAWBERRY MILK SHAKE

INGREDIENTS:

Cold Pasteurized Milk, Strawberry Ice Cream, Strawberry Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces of Strawberry Syrup, and 2 #24 dippers of Strawberry (or Vanilla) Ice Cream. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass, and serve the mixing can at the side for over pour.
For table service the mixing cup is eliminated, and glass is completely filled.

BROADWAY MILK SHAKE

INGREDIENTS:

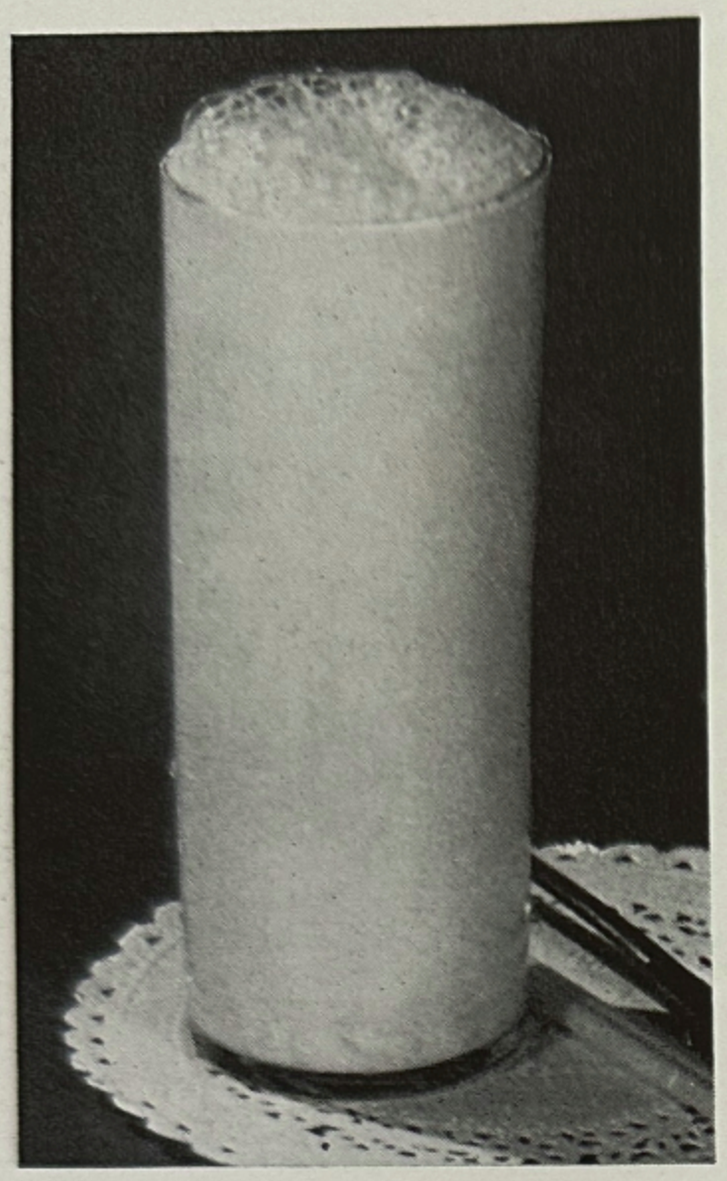
Cold Pasteurized Milk, Chocolate Ice Cream, Coffee Syrup, Whipped Cream.

PROCEDURE:

Into a cold mixing cup, put 6 ounces cold pasteurized milk. Add 1½ ounces of coffee syrup, and 2 #24 dippers Chocolate Ice Cream. Place on mixing machine long enough to blend thoroughly. Pour into a whipped cream dotted glass and serve with mixing cup at side.
For table service the mixing cup is eliminated, and glass completely filled.

NOTE: If homogenized milk is used, reduce amount to 5 ounces.





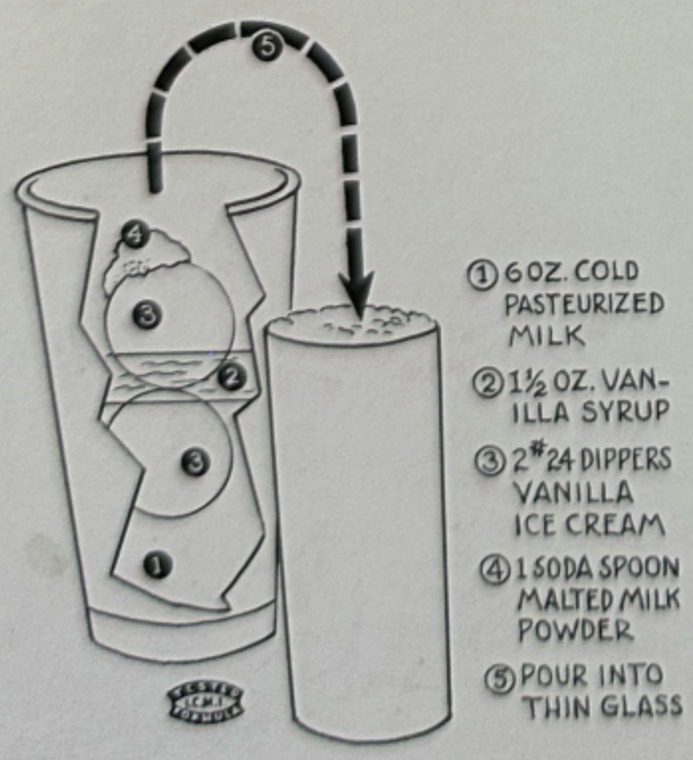
VANILLA MALTED MILK

Ingredients:

Cold Pasteurized Milk
Vanilla Syrup
Vanilla Ice Cream
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces Vanilla Syrup, 2 #24 dippers of Vanilla Ice Cream and 1 soda spoon of Malted Milk Powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass ¾ths full and serve mixing can at the side for over-pour.



BUTTERSCOTCH MALTED MILK

Ingredients:

Cold Pasteurized Milk
Butterscotch Ice Cream
Butterscotch Syrup
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces of Butterscotch Syrup, 2 #24 dippers of Butterscotch Ice Cream, and 1 soda spoon of Malted Milk Powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream-dotted thin shell glass ¾ths full and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and the glass completely filled.

COFFEE MALTED MILK

Ingredients:

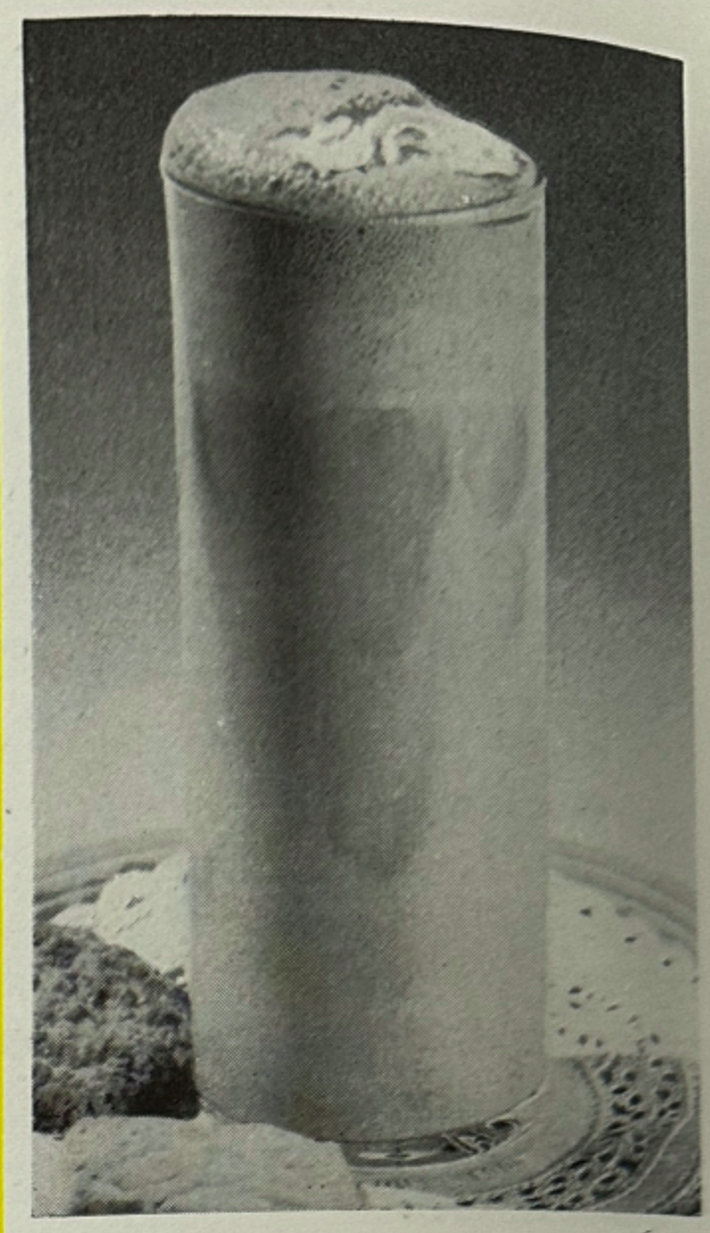
Cold Pasteurized Milk
Coffee or Vanilla Ice Cream
Coffee Syrup
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces of Coffee Syrup, and 2 #24 dippers of Coffee or Vanilla Ice Cream, 1 soda spoon of Malted Milk Powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream-dotted thin shell glass ¾ths full and serve the mixing can at the side for over pour.

For table service the mixing cup is eliminated, and glass completely filled.

NOTE: If you use homogenized milk reduce the amount in these formulas to 5 ounces.



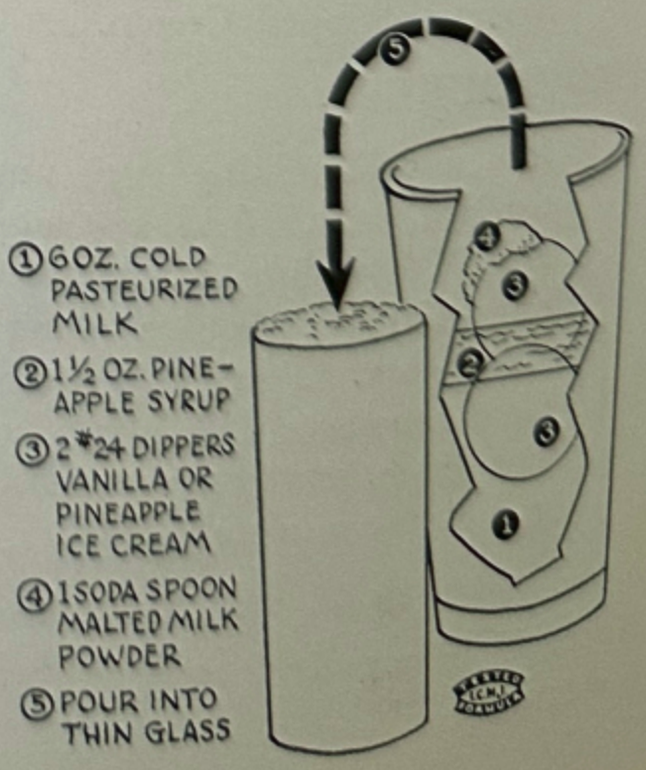
PINEAPPLE MALTED MILK

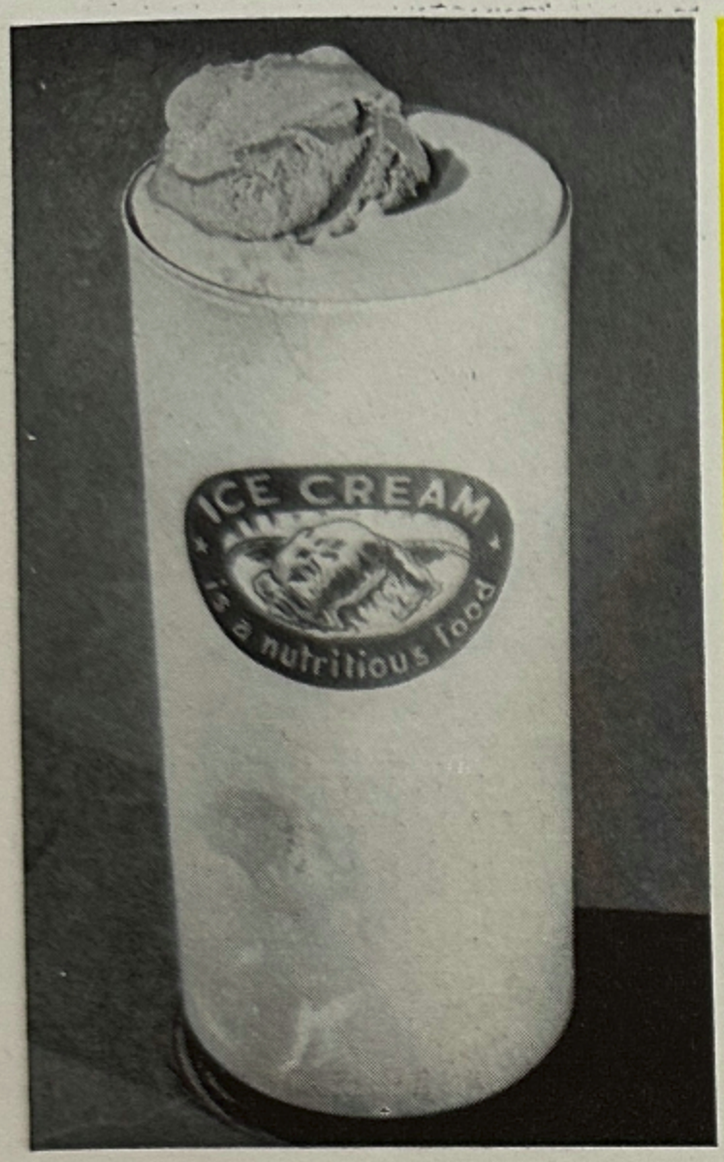
Ingredients:

Cold Pasteurized Milk
Pineapple Syrup
Vanilla or Pineapple Ice Cream
Malted Milk Powder

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces Pineapple Syrup, 2 #24 dippers of Vanilla or Pineapple Ice Cream, and 1 soda spoon malted milk powder. Place on the mixer long enough to blend thoroughly. Fill a whipped cream dotted thin shell glass, ¾ths full and serve the mixing can at the side for over-pour.





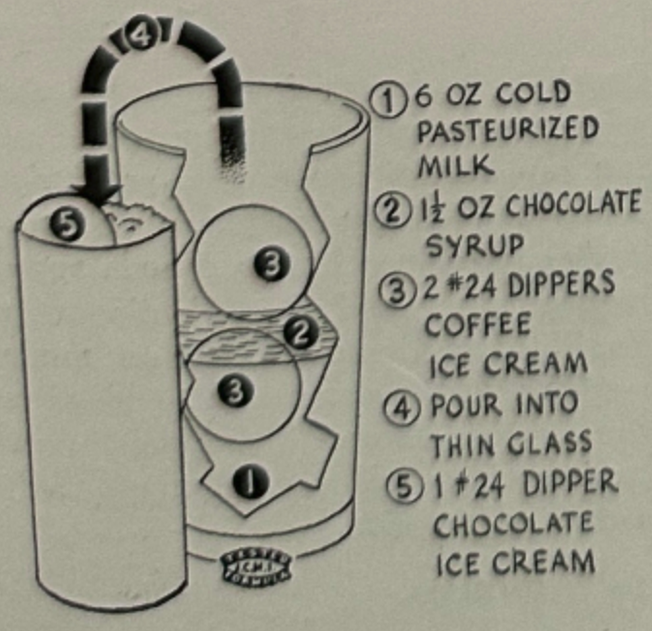
BROADWAY MILK SHAKE FLOAT

Ingredients:

Cold pasteurized milk
Chocolate syrup
Coffee Ice Cream

Procedure:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1½ ounces Chocolate syrup, 2 #24 dippers of Coffee Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Chocolate Ice Cream.



VANILLA MILK SHAKE FLOAT

Ingredients:

Cold Pasteurized Milk
Vanilla Syrup
Vanilla Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 2 #24 dippers of Vanilla Ice Cream and 1½ ounces Vanilla Syrup. Place on the mixer long enough to blend thoroughly. Pour into a whipped cream dotted thin shell glass, and top with 1 #24 dipper of Vanilla Ice Cream.

CHOCOLATE MILK SHAKE FLOAT

Ingredients:

Cold Pasteurized Milk
Chocolate Syrup
Vanilla Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces Chocolate Syrup, and 2 #24 dippers of Vanilla Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Vanilla Ice Cream.

RASPBERRY MILK SHAKE FLOAT

Ingredients:

Cold Pasteurized Milk
Raspberry Syrup
Raspberry Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces cold pasteurized milk. Add 1½ ounces of Raspberry Syrup, and 2 #24 dippers of Raspberry Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Raspberry Ice Cream.

NOTE: If you use homogemized milk reduce the amount in these formulas to 5 ounces.



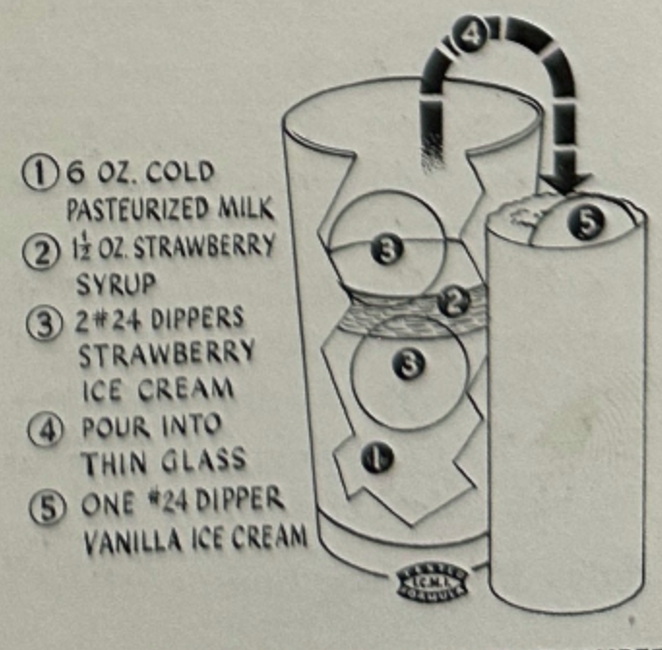
STRAWBERRY MILK SHAKE FLOAT

Ingredients:

Cold Pasteurized Milk
Strawberry Syrup
Vanilla or Strawberry Ice Cream

Procedure:

Into a cold mixing cup put 6 ounces of cold pasteurized milk. Add 1½ ounces Strawberry Syrup, 2 #24 dippers of Vanilla or Strawberry Ice Cream. Place on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Vanilla Ice Cream.





honey egg malted milk

INGREDIENTS:

Cold Pasteurized Milk
Fresh Honey
Vanilla Ice Cream
Fresh Egg
Malted Milk

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk, add 1¼ oz. strained honey, 2 #24 dippers Vanilla Ice Cream, 1 fresh egg and 1 soda spoon or 1 trip of malted milk powder. Place on mixer until well blended, then pour through a strainer into a whipped cream dotted glass.

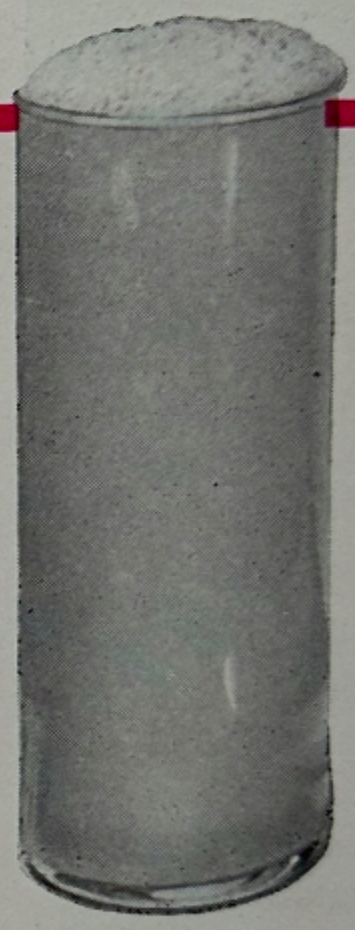
EGG MOCHA

INGREDIENTS:

Cold pasteurized milk—1 Egg—Coffee Syrup—Chocolate Ice Cream

PROCEDURE:

Into a cold mixing cup put 6 oz. cold pasteurized milk. Add 1 fresh egg, 1½ oz. coffee syrup and 2 #24 dippers Chocolate Ice Cream. Place on mixer until well blended. Pour through strainer into a whipped cream dotted thin shell glass. Top with whipped cream and serve with wafers.



CHOCOLATE BRACER

Ingredients:

Cold Pasteurized Milk—Chocolate Syrup
Fresh Egg—Vanilla Ice Cream

Procedure:

Break a fresh egg into a small clear glass. Now, pour the egg into a cold mixing cup. Add 6 oz. cold pasteurized milk, 1½ oz. Chocolate Syrup, and 2 #24 dippers Vanilla Ice Cream. Place on mixing machine just long enough to blend entire mixture thoroughly. Pour through strainer into tall service glass. Top with whipped cream.

MISS SIMPLICITY A'FLOAT

Ingredients:

Cold Pasteurized Milk—Vanilla Syrup
Fresh Egg—Vanilla Ice Cream

Procedure:

Break 1 egg into a small, clear glass. Now, pour the egg into a cold mixing cup. Add 6 ounces cold pasteurized milk, 1½ ounces Vanilla Syrup, 2 #24 dippers Vanilla Ice Cream. Place on mixer until well blended. Pour through a strainer into a tall serving glass and top with 1 #24 dipper of Vanilla Ice Cream.

FRUITED EGG MALTED

Ingredients:

Cold Pasteurized Milk—Fresh Egg
Raspberry Syrup—Angostura Bitters
Vanilla Ice Cream—Malted Milk

Procedure:

Break a fresh egg into a small, clear glass. Now, pour the egg into a cold mixing cup. Add 6 ounces cold pasteurized milk, 1½ ounces raspberry syrup, 3 dashes angostura bitters, 2 soda spoons malted milk, and 2 #24 dippers of Vanilla Ice Cream. Place on mixing machine just long enough to blend entire mixture thoroughly. Pour through strainer into tall service glass. Serve wafers on the side.

Note: If you use homogenized milk reduce the amount in the formulas to 5 ounces.



HOT COFFEE MALTED MILK

INGREDIENTS:

Pasteurized Milk
Vanilla Ice Cream
Coffee Syrup
Malted Milk Powder

PROCEDURE:

Into a hot cup put 6 ounces pasteurized milk. Add 2 #24 dippers of Vanilla Ice Cream and 1½ ounces of Coffee Syrup, and 2 soda spoons of Malted Milk Powder. When heated, mix thoroughly and pour into a cup or a hot drink mug. Top with a Soda Spoon of Whipped Cream or Ice Cream. Serve with wafers.

HOT CHOCOLATE

INGREDIENTS:

Instant Hot Chocolate Powder
Milk or Water
Whipped Cream

PROCEDURE:

Into a hot cup put 6 ounces milk or water. Add the contents of 1 package of "Hot Chocolate Powder", and heat to about 140°F. (steaming hot). Beat well and pour into a tea cup, add a soda spoon whipped cream. Serve with wafers.
The hot milk improves the quality of the drink.

HOT MALTED MILK

INGREDIENTS:

Pasteurized Milk
Vanilla Ice Cream
Malted Milk

PROCEDURE:

Into a hot cup put 6 ounces pasteurized milk or water. Add 1 #24 dipper Vanilla Ice Cream and 2 soda spoons of malted milk powder. When heated and mixed, pour into a cup or heavy mug. Top with a soda spoon whipped cream or Ice Cream.

HOT CHOCOLATE ICE CREAM FLOAT

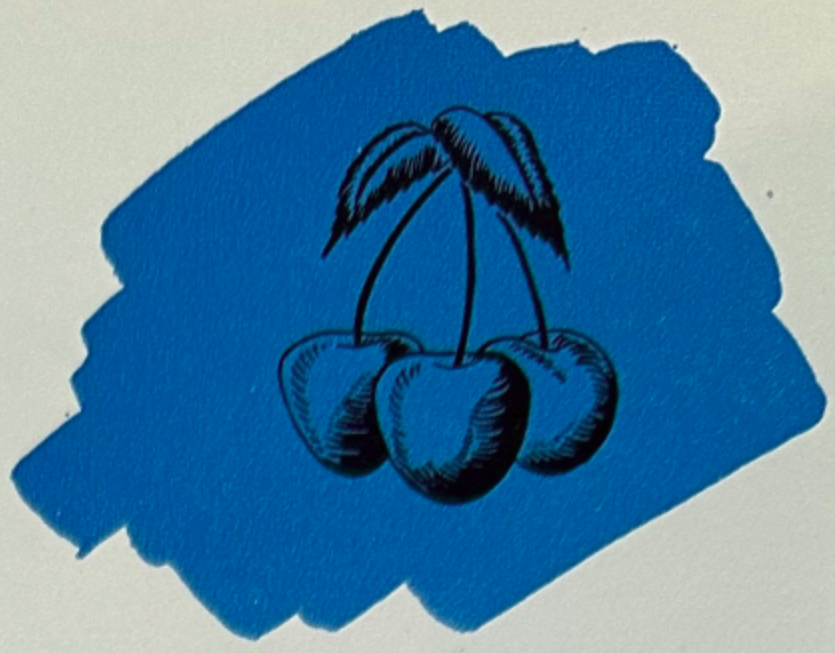
INGREDIENTS:

Instant Hot Chocolate Powder—Milk or Water—Whipped Cream

PROCEDURE:

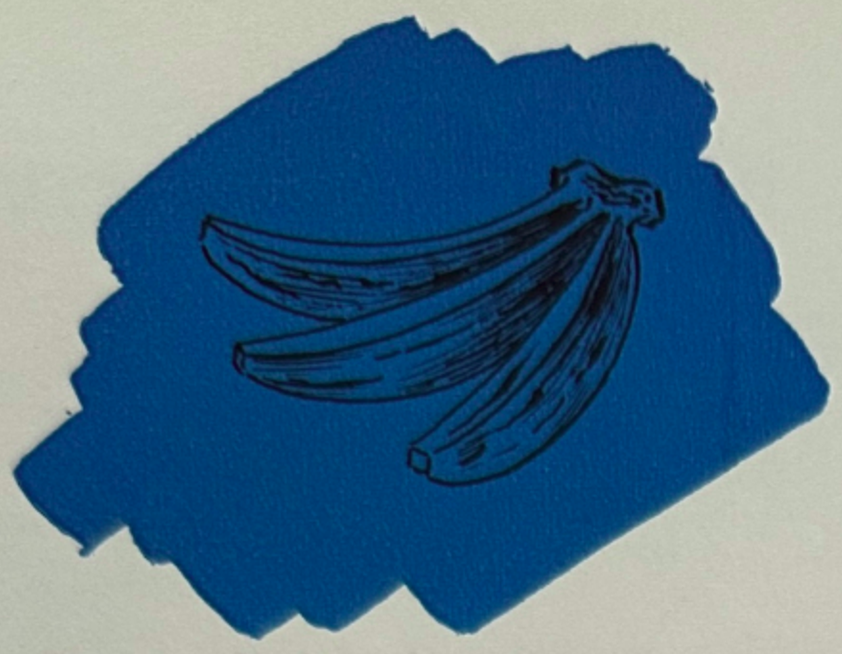
Into a hot cup put 6 ounces milk or water. Add the contents of 1 package of "Hot Chocolate Powder", and heat to about 140°F. (Steaming hot). Beat well and pour into serving cup and top with a #30 dipper of Vanilla Ice Cream. Serve with wafers.
The hot milk improves the quality of the drink.

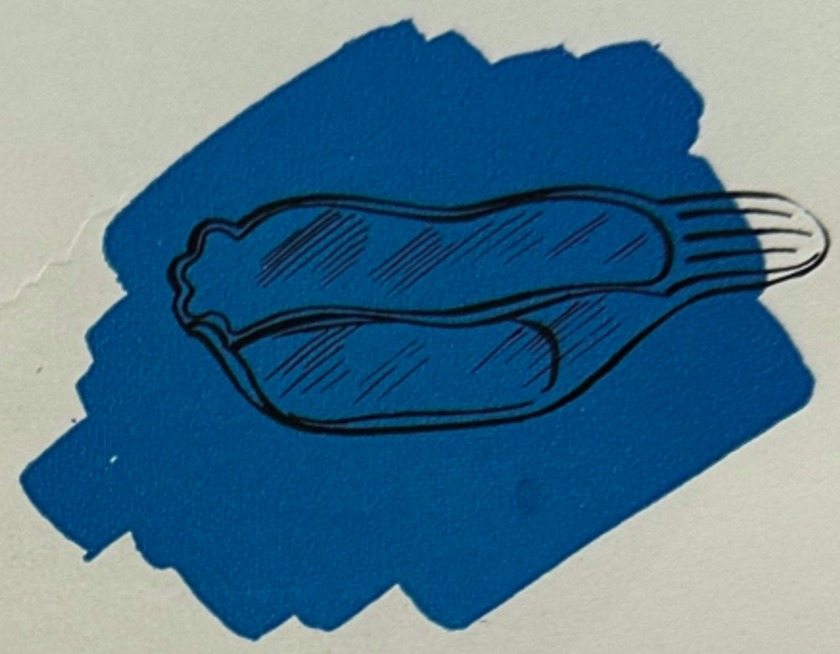
Note: If you use homogenized milk reduce the amount in the formulas to 5 ounces.





BANANA SPLITS





The banana split is a distinct favorite with many Soda Fountain and Ice Cream Department customers. While its preparation requires somewhat more time and a greater variety of materials than a sundae, it sells at a price which takes this into account—thus enabling the Soda Fountain to vary its menu, stimulate the sales check and feature a service which yields a good gross. A dish designed for this particular service, is standard equipment at most Soda Fountains.

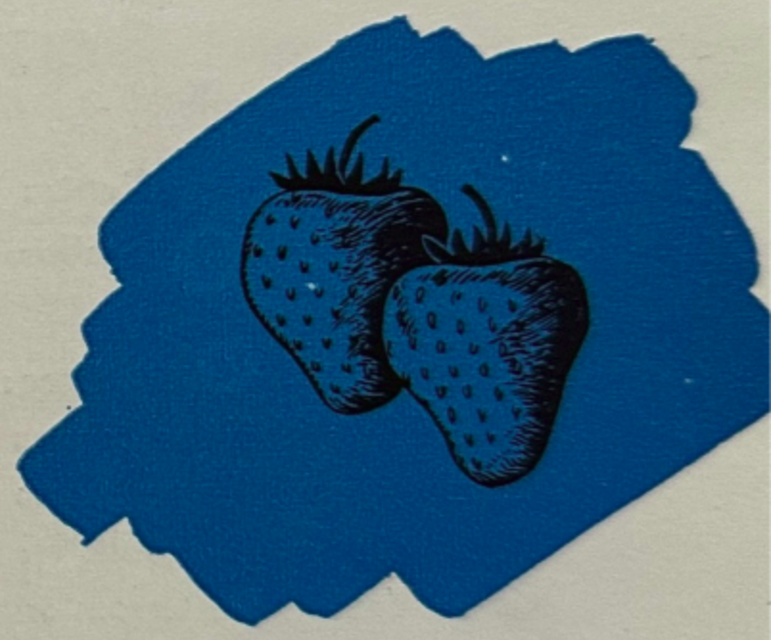
The appeal of the banana split lies in the combination of several flavors of Ice Cream and the various toppings which blend well both with Ice Cream and the banana to produce a dish with great eye appeal.

In many markets "customer choice" banana splits in which the customer names the topping—prove good sellers.

To merchandise and sell banana splits—bananas should be prominently displayed in quantity at the soda fountain—with appropriate signs, and menu clip ons.

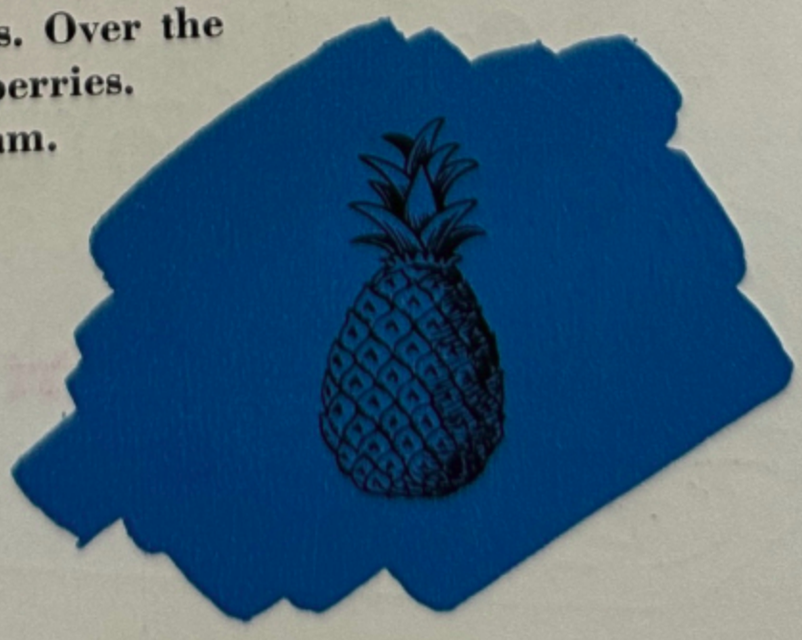
Many markets find banana splits particularly profitable for week end selling.

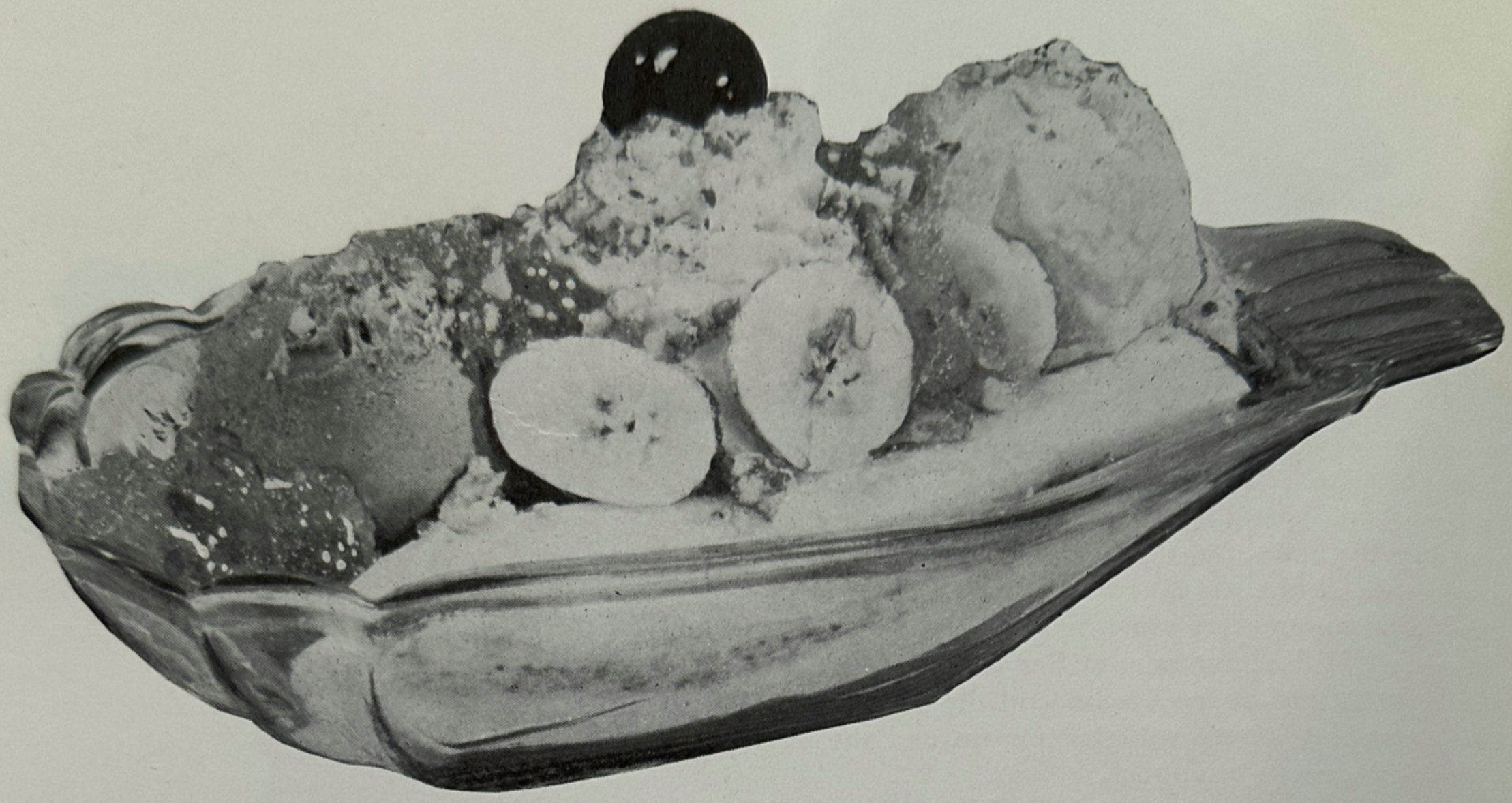
The eye appeal, of the banana split is part of its value as a business getter—It pays to make it well and use uniform portions.



THIS BANANA SPLIT WAS MADE THIS WAY:

Select a medium sized fully ripe banana and split in half lengthwise, with the peel on. Place the halves of the banana one on each side of a clean banana split dish, cut side of banana down, remove peel with thumb and forefingers. In the center of the banana place 1 No. 24 dipper of strawberry Ice Cream and 2 No. 24 dippers of vanilla Ice Cream, one on each side of the strawberry Ice Cream. Over 1 mold of vanilla Ice Cream put 2 soda spoons of chopped maraschino cherries. Over the other mold of vanilla put 2 soda spoons of blueberries. Cover the strawberry Ice Cream with whipped cream. Sprinkle chopped nuts over the whole.



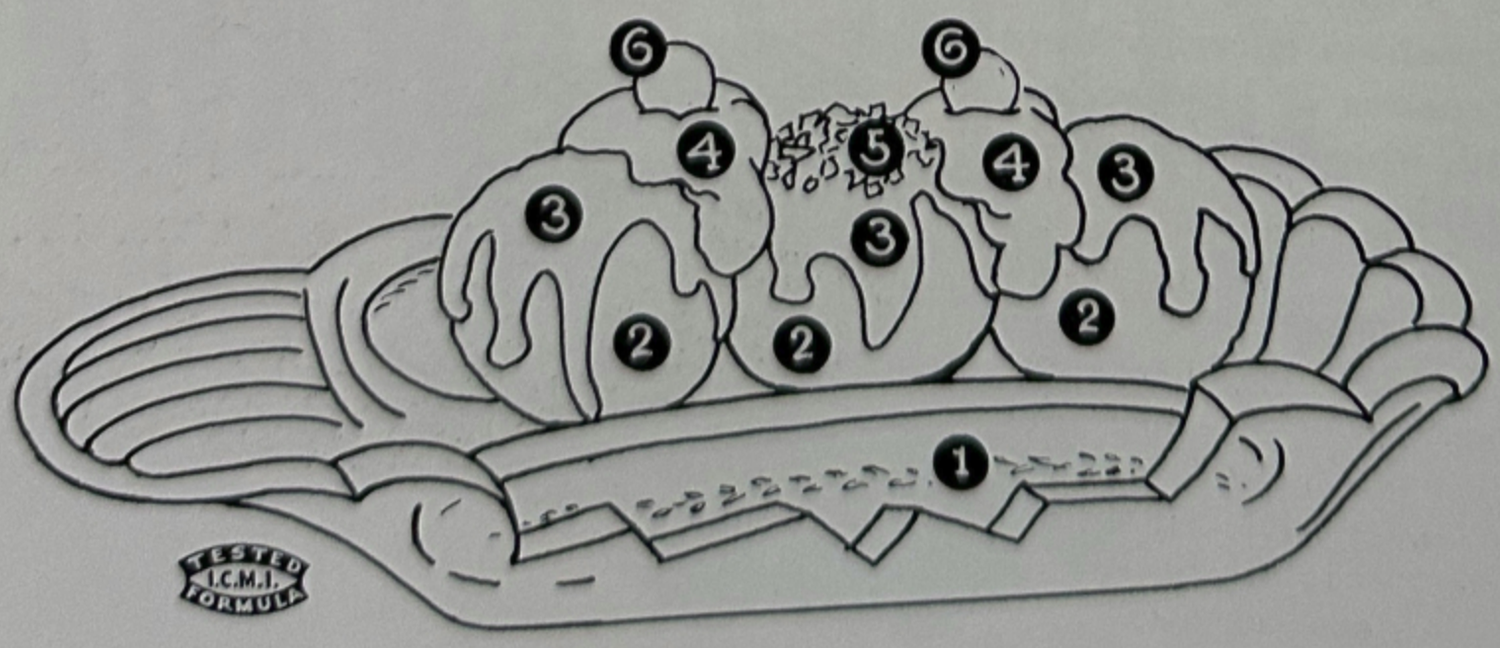


orange pineapple banana split

Ingredients: Banana—Orange Pineapple Ice Cream—Vanilla Ice Cream—Pineapple Topping—Chocolate Topping—Marshmallow Topping—Whipped Cream—Sliced Bananas—Cherry.

Procedure: Select a fully ripe medium size banana. Split it in half lengthwise, with the peel on. Place one half of the banana on each side of the banana split dish, flat side down, and then, with your forefinger and thumb, remove the peel from each half. Place three number 24 dippers of Ice Cream on the banana halves. First, place 1 #24 dipper of Vanilla Ice Cream in center, then 2 #24 dippers of Orange Pineapple—one on each side of Vanilla. Cover Vanilla Ice Cream with ½ ounce of Chocolate Topping; ½ ounce crushed pineapple over one mold of Orange Pineapple Ice Cream; ½ ounce Marshmallow over the other mold of Ice Cream. Garnish on the two end molds, or between center and end mold, with whipped cream, using either a spoon or auto-whip or follow your own garnishing procedure. Top each whipped cream covered mold with a cherry or a piece of Orange or Pineapple. As an added feature if desired, place several slices of bananas around center mold.

BASIC CHART FOR BANANA SPLITS:



① MEDIUM RIPE BANANA
② 3 #24 DIPPERS ICE CREAM ASSORTED FLAVORS
③ ½ OZ. EACH OF 3 TOPPINGS
④ WHIPPED CREAM
⑤ GROUND NUTS
⑥ CHERRY OR GARNISH

HULA SPECIAL BANANA SPLIT

Ingredients:

Whole Banana • Strawberry Ice Cream
Vanilla Ice Cream • Crushed Strawberries
Crushed Pineapple • Chopped Nuts
Whipped Cream • Maraschino Cherry

Procedure:

Cut a medium sized ripe banana through the skin into halves lengthwise. Place cut side down in a banana split dish, lifting skin from the fruit as you place it. In the center place 1 #24 dipper Strawberry Ice Cream, add 2 #24 dipper of Vanilla Ice Cream, one on each side of the Strawberry Ice Cream. Cover the Strawberry Ice Cream with ½ oz. crushed Pineapple, and the two end molds with one ounce of crushed strawberries. Garnish with whipped cream and a maraschino cherry. Sprinkle generously with chopped nuts.

FOUNTAIN SALAD BANANA SPLIT



WHITE CAP BANANA SPLIT

Ingredients:

Banana • Strawberry Ice Cream
Chocolate Ice Cream • Vanilla Ice Cream
Caramel Topping • Shredded Coconut
Whipped Cream • Cherry

Procedure:

Select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. Place Ice Cream on the banana as follows: In the center place 1 #24 dipper of Chocolate Ice Cream, on one side 1 #24 dipper of Vanilla Ice Cream and on the other side 1 #24 dipper of Strawberry Ice Cream. Top the Ice Cream with 1½ oz. caramel topping. Garnish between center end molds with whipped cream and top each whipped cream mold with a cherry. Sprinkle generously with shredded coconut.



Ingredients:

Banana
Vanilla Ice Cream
Chocolate Ice Cream
Fruit Salad
Whipped Cream
Cherry

Procedure:

Select a clean sparkling banana split dish and handle it by holding the extended end. Then select a medium sized fully ripe banana, and cut in halves lengthwise with the peel on. Place one half of the banana on each side of the dish, flat side down, and with thumb and fore finger remove the peel from each half. Place 1 #24 dipper of Chocolate Ice Cream in the center of the banana and 2 #24 dippers of Vanilla Ice Cream, one at each side. Allow the Ice Cream to remain high on the banana for eye appeal. Cover the Ice Cream with 1½ oz. fountain fruit salad. Garnish between center and end molds with whipped cream, and top each mold with a cherry.





MELBA BANANA SPLIT

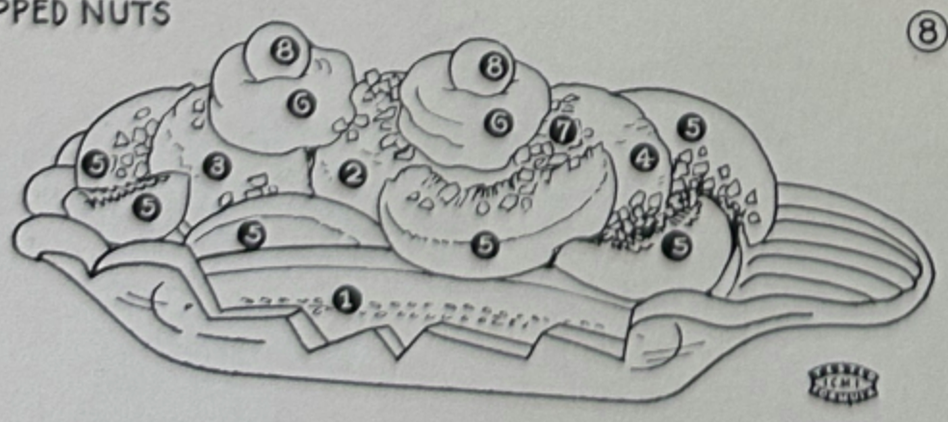
Ingredients:

Banana
Chocolate Ice Cream
Vanilla Ice Cream
Peach Ice Cream
Sliced Peaches
Whipped Cream

Procedure:

Select a clean sparkling banana split dish, and handle by the extended end. Select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. Place Ice Cream on the banana as follows: In the center 1 #24 dipper of Chocolate Ice Cream, on one side 1 #24 dipper of Vanilla Ice Cream and on the other side 1 #24 dipper of Peach Ice Cream. If Peach Ice Cream is not available, Strawberry Ice Cream may be substituted. Top the Ice Cream with 1½ oz. sliced peaches. Garnish between center and end molds with whipped cream, sprinkle with chopped nuts, and top each whipped cream mold with a cherry.

① BANANA ② 1 #24 DIPPER CHOCOLATE ICE CREAM
③ 1 #24 DIPPER VANILLA ICE CREAM ④ 1 #24 DIPPER PEACH ICE CREAM
⑤ 1½ OZ. SLICED PEACHES ⑥ WHIPPED CREAM
⑦ CHOPPED NUTS ⑧ CHERRY



CHERRY BANANA SPLIT

Ingredients:

Banana
Vanilla Ice Cream
Chocolate Ice Cream
Chopped Nuts
Cherries (whole)
Whipped Cream

Procedure:

Select a clean sparkling banana split dish, and handle by the extended end. Then select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. In the center place 1 #24 dipper Chocolate Ice Cream, on each end 1 #24 dipper of Vanilla Ice Cream. Cover Ice Cream with 1½ oz. crushed cherries. Place rosettes of whipped cream between center and end molds, and imbed a cherry in each rosette. Garnish with chopped nuts.

CRUNCHY BANANA SPLIT

Ingredients:

Banana
Chocolate, Vanilla Ice Cream
Marshmallow
Peanut Crunch
Whipped Cream
Cherries

Procedure:

Cut a medium sized ripe banana thru the skin into halves lengthwise. Place cut side down in a banana split dish, lifting skin from the fruit as you place it. In the center place 1 #24 dipper of Chocolate Ice Cream, 2 #24 dippers of Vanilla Ice Cream, one on each side of the Chocolate Ice Cream. Cover the Chocolate Ice Cream with ½ oz. marshmallow, and the two end molds with a generous portion of peanut crunch. Place rosettes of whipped cream between center and end molds, and imbed a cherry in each rosette.

PEANUT FUDGE BANANA SPLIT

Ingredients:

Banana
Chocolate, Vanilla and Strawberry Ice Cream
Chocolate Fudge
Peanut Crunch
Whipped Cream
Cherries

Procedure:

Cut a medium sized ripe banana lengthwise thru the skin. Place cut side down in a banana split dish, removing skin as you place fruit. In the center place 1 #24 dipper of Chocolate Ice Cream. At one end a #24 dipper of Strawberry Ice Cream, at the other 1 #24 dipper of Vanilla Ice Cream. Cover each end mold with ½ ounce Chocolate Fudge. Cover the center mold with a generous portion of peanut crunch. Between center and end molds lay a rosette of whipped cream. Top each rosette with a red cherry.

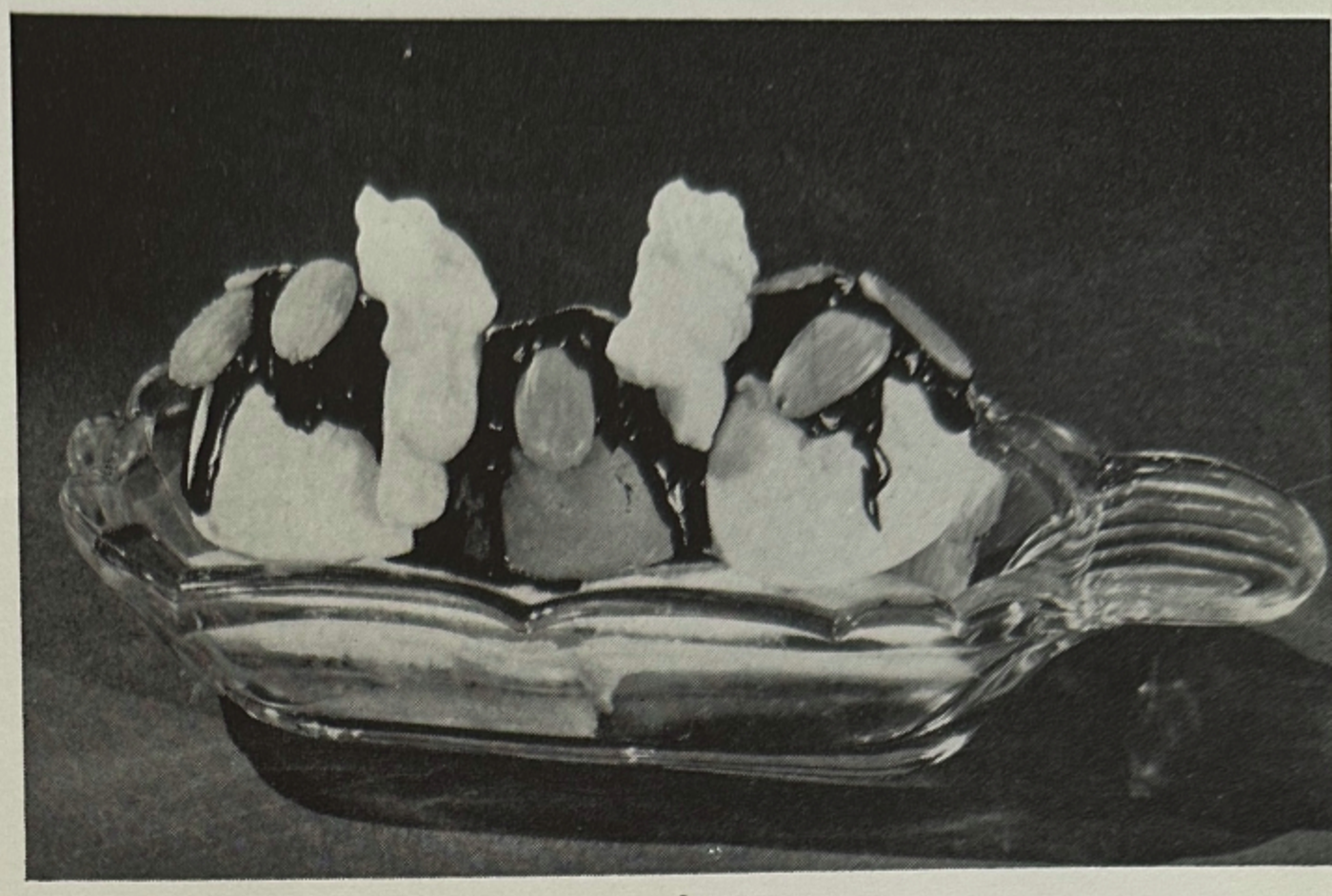
FRESH RASPBERRY BANANA SPLIT

Ingredients:

Banana
Vanilla Ice Cream
Chocolate Ice Cream
Strawberry Ice Cream
Fresh Red Raspberries
Whipped Cream

Procedure:

Select a clean polished banana split dish and handle it by holding the extended end. Select a medium sized fully ripe banana and cut in halves lengthwise, with the peel on. Place one half of the banana on each side of the dish, flat side down, and with thumb and fore finger remove the peel from each half. Place 1 #24 dipper of chocolate Ice Cream in the center of the banana, 1 #24 dipper of Vanilla Ice Cream at one side and 1 #24 dipper of Strawberry Ice Cream on the other side. Allow the Ice Cream to remain high on the banana for eye appeal. Top the three molds of Ice Cream with 1½ oz. fresh red raspberries in syrup. Garnish between center and end molds with whipped cream. Top each mold with a red cherry.



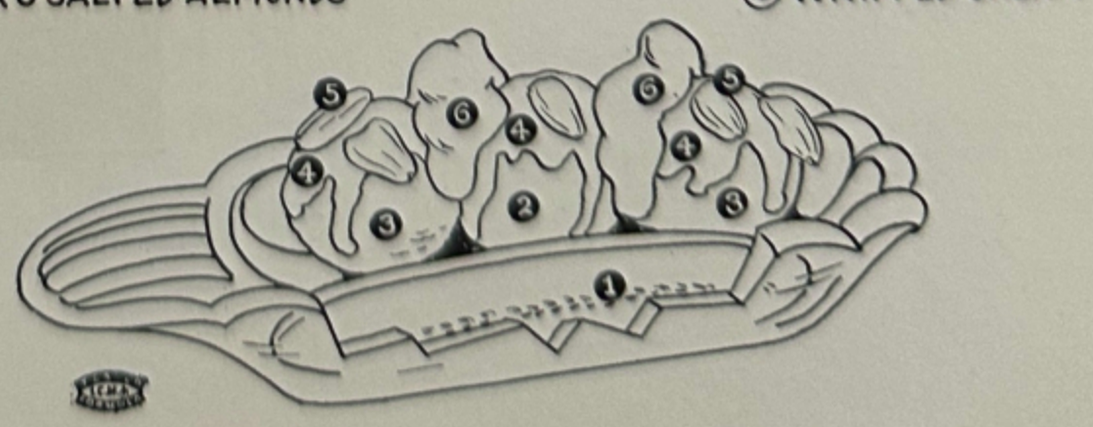
HOT FUDGE BANANA SPLIT

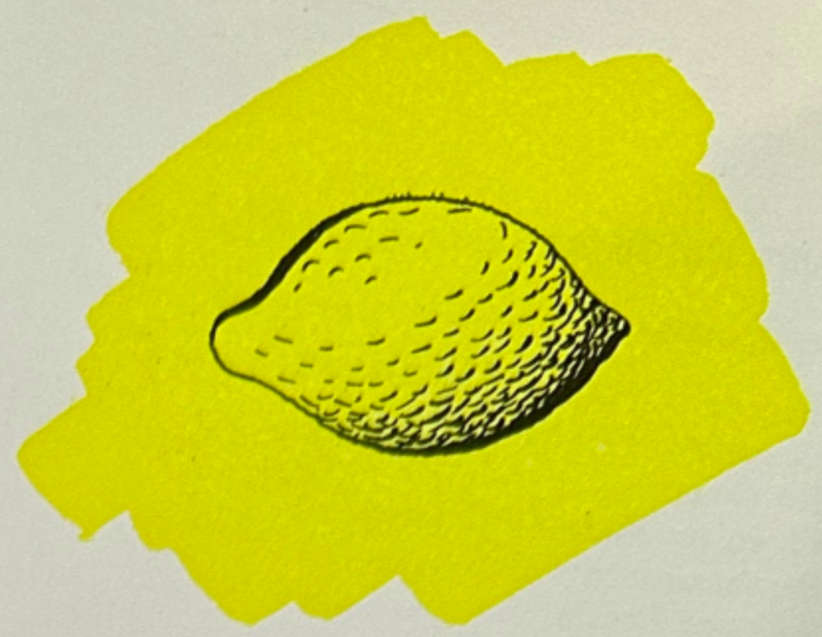
Ingredients:

Banana
Chocolate Ice Cream
Vanilla Ice Cream
Hot chocolate fudge
Whipped cream
Salted almonds

Procedure:

Select a clean sparkling banana split dish, and handle by the extended end. Select a medium sized fully ripe banana and cut in halves lengthwise with the peel on. Place one half the banana on each side of the dish, cut side down, and with thumb and fore finger remove the peel from each half. Place Ice Cream on the banana as follows: In the center 1 #24 dipper of Chocolate Ice Cream and 2 #24 dippers of Vanilla Ice Cream, one on each side of the Chocolate Ice Cream. Over the Ice Cream put 1½ ounces of hot chocolate fudge. Garnish with 5 or 6 salted almonds, and whipped cream.

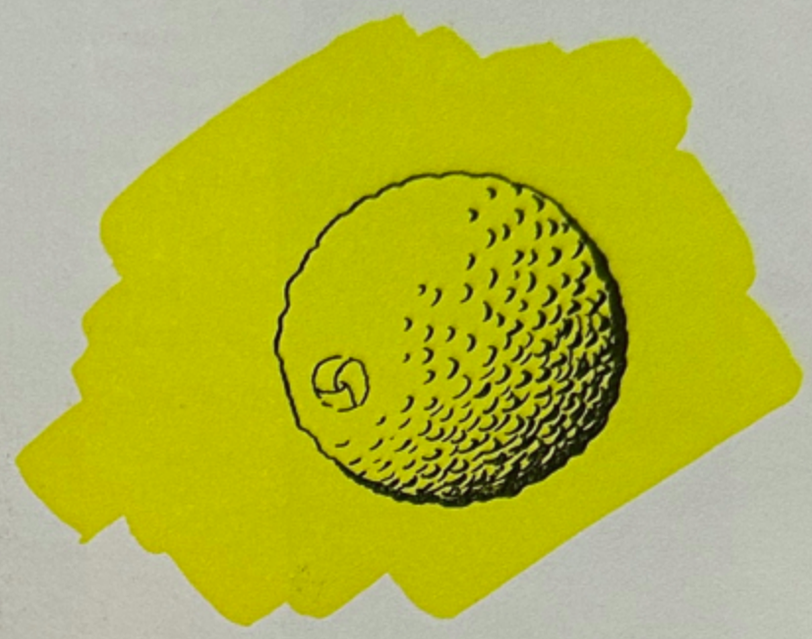




FREEZES
ADES
FLOATS







The use of popular fruit juices
and flavors in drinks for the soda fountain
offers another profitable variation for the menu.
The Freeze, in which fruit juices are combined with
fruit sherbet or fruit ice, of the same or a blending
flavor, has become an established soda fountain favorite.
Delightfully cool, tangy, thirst quenching, Freezes produce
a fine volume business when properly merchandised.
The fruit ade is also a staple item which will repay
merchandising emphasis. As a thirst quencher this drink is "tops".
Either the Freeze or the Ade may be made into a Float,
by topping the drink with a dipper of fruit sherbet or fruit
ice, of the same flavor as the drink, or a blending flavor.
All these drinks are splendid companions to the cold
plate luncheon or other hot weather food services. They may
be served in paper cups or thin shell glasses, of sizes and shapes
which match your regular service ware.
Popular items which add variety to the menu—help
increase total volume and profits.

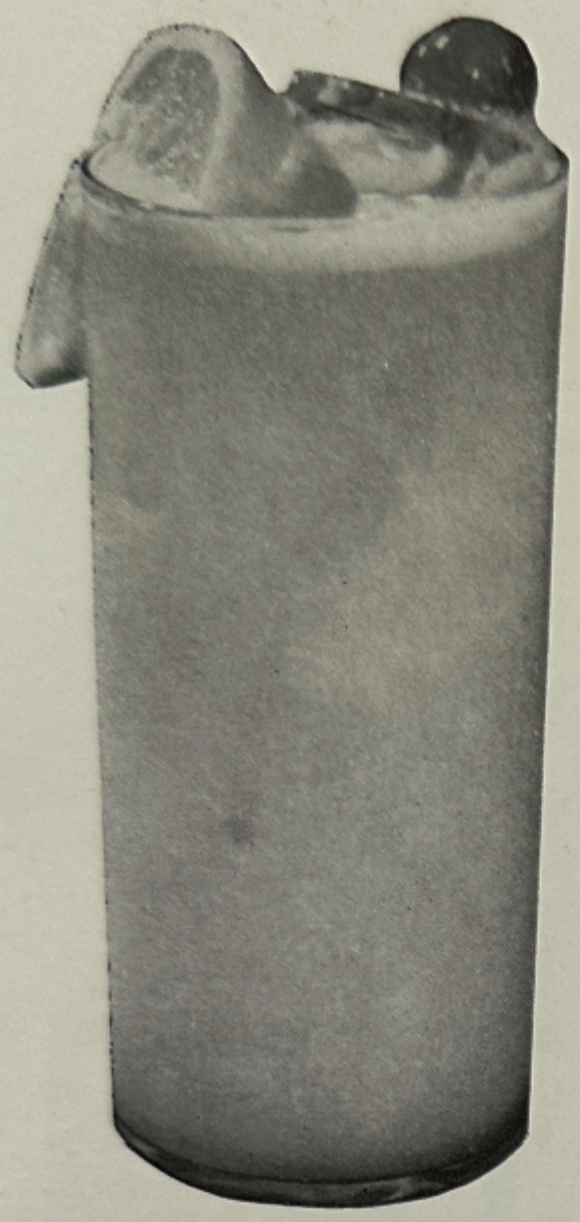


THIS FREEZE FLOAT WAS MADE THIS WAY:

Into a mixing cup, put the juice of one half a fresh lime,
1 oz. Creme de Menthe Syrup, 1 scoop of cracked ice,
2 #24 dippers Lime Sherbet or fruit ice. Add 5 oz.
carbonated water and place on mixer until
thoroughly blended. Remove cup from mixer
and pour into thin shell glass or paper
service until ¾ths full, then add
1 #24 dipper Lime Sherbet or
fruit ice. Garnish with a sprig
of mint and a red cherry.



THE FREEZE



Procedure: Select clean, medium to small size thin skinned orange, lemon or lime. Roll fruit on cutting board to make juice extraction easier. If you are using medium to large size fruit, cut in two and extract the juice from one-half the fruit. If fruit is small (oranges 288's to 344's or lemons 432's to 490's) cut off and discard butt end, saving next slice for garnish. Limes are generally haved in the usual manner. Extract juice . . . then put juice in mixing cup, add simple syrup . . . about ¾ths ounce for orange and 1¼ ounces for lemon or lime juice. Add one scoop of cracked ice, and . . . two number twenty-four dips of fruit ice or sherbet, the same flavor as the drink. Add five ounces of carbonated water, and place on mixer. While the drink is mixing, put one scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass.

If the glass isn't full, fill it with coarse-stream carbonated water.

Garnish with the slice of fruit and a red cherry. Serve with spoon and straws on doily or doily covered plate next to the napkin.

Ingredients:

Fruit Juice
Simple Syrup
Fruit Sherbet
or Fruit Ice
Finely Chipped Ice
Carbonated Water
Cherry
Slice of Fruit



PINEAPPLE FREEZE

Ingredients:

Fresh Lime, Pineapple Juice, Lemon or Pineapple Fruit, Sherbet or Fruit Ice, Carbonated Water, Cracked Ice, Slice Pineapple, Red Cherry.

Procedure:

Into a mixing cup, put the juice of half a fresh lime, 2 ounces pineapple juice, one scoop cracked ice and 2 #24 dippers Pineapple or Lemon Fruit Sherbet or Fruit Ice. Add 5 oz. carbonated water and place on the mixer. While the drink is mixing put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full, fill with coarse stream carbonated water. Garnish with a slice of pineapple and a red cherry.

If additional sweetness is desired, simple syrup may be added to the above formula.

GRAPE FREEZE

Ingredients:

Fresh Lime, Grape Juice, Simple Syrup, Cracked Ice, Pineapple, Lemon or Grape Sherbet, or Fruit Ice, Sprig of Mint, Red Cherry.

Procedure:

Into a mixing cup, put 2 ounces of grape juice, juice of half a lime, 1 ounce simple syrup, one scoop cracked ice and 2 #24 dippers of Pineapple, Lemon, or Grape, Fruit Sherbet or Fruit Ice. Add 5 oz. carbonated water and place on the mixer. While the drink is mixing, put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If glass isn't full, fill with coarse stream carbonated water. Garnish with a sprig of mint and a red cherry.

RASPBERRY FREEZE

Ingredients:

Raspberry Syrup, Fresh Lime, Raspberry, Lemon, or Orange Fruit Sherbet or Fruit Ice, Cracked Ice, Carbonated Water, Green Cherry, Slice of Orange.

Procedure:

Into a mixing cup, put the juice of ½ a fresh lime, 1½ ounces raspberry syrup, one scoop cracked ice and 2 #24 dippers of Raspberry, Lemon, or Orange Fruit Sherbet, or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. While the drink is mixing put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full fill with coarse stream carbonated water. Garnish with a green cherry and a slice of orange.

ORANGE FREEZE

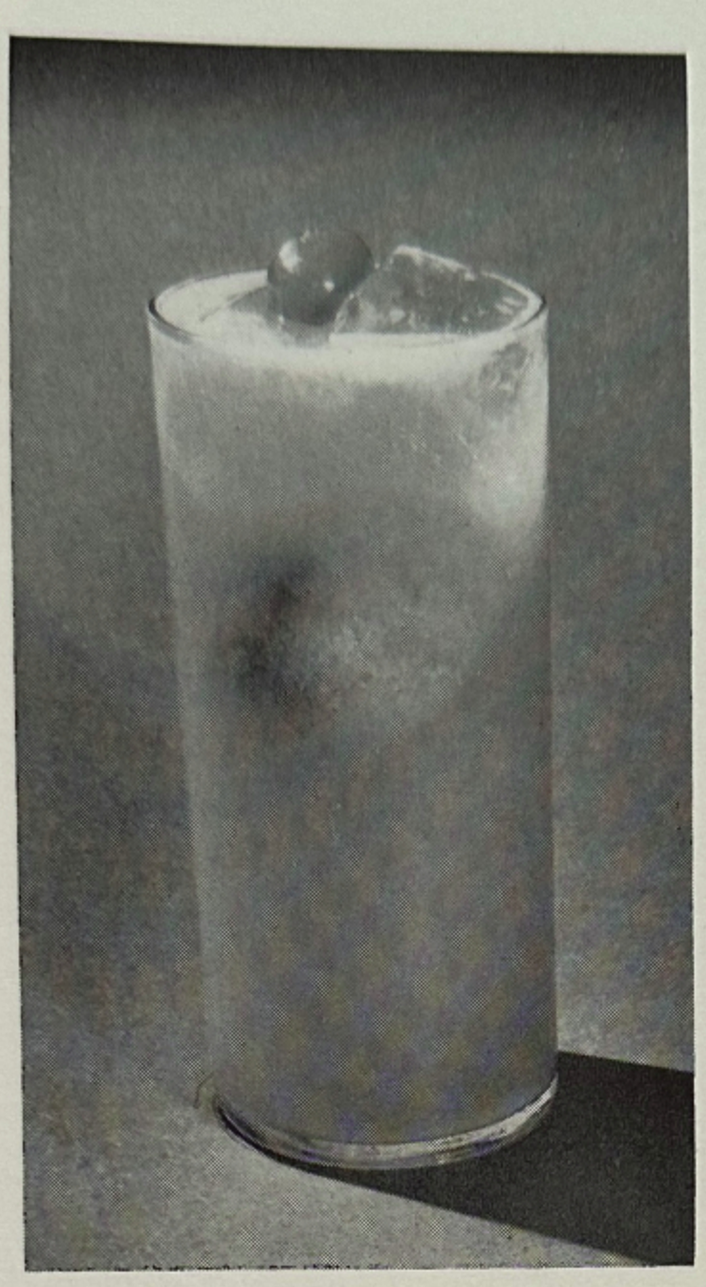
Ingredients:

Orange Juice
Simple Syrup, if necessary
Orange Fruit Sherbet or Fruit Ice
Finely Chipped Ice
Carbonated Water
Cherry
Slice of Orange

Procedure:

Into a mixing cup, put the juice of half an orange, ¾ ounce of simple syrup if desired, one scoop cracked ice, and 2 #24 dippers Orange Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. While the drink is mixing put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full, fill with coarse stream carbonated water. Garnish with a red cherry, and on the rim of the glass a slice of orange.





LIME FREEZE

Ingredients:

Fresh Lime
Simple Syrup
Lime Fruit Sherbet or Fruit Ice
Carbonated Water
Cracked Ice
Cherry

Procedure:

Into a mixing cup, put the juice of half a fresh lime, 1¼ ounces of simple syrup, one scoop cracked ice, and 2 #24 dippers Lime Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. While the drink is mixing, put a scoop of cracked ice into a thin shell glass. Add the shell of ½ lime for color. Remove the cup from the mixer and pour blended ingredients into the iced glass. If glass isn't full, fill with coarse stream carbonated water. Garnish with a red cherry.

LEMON FREEZE

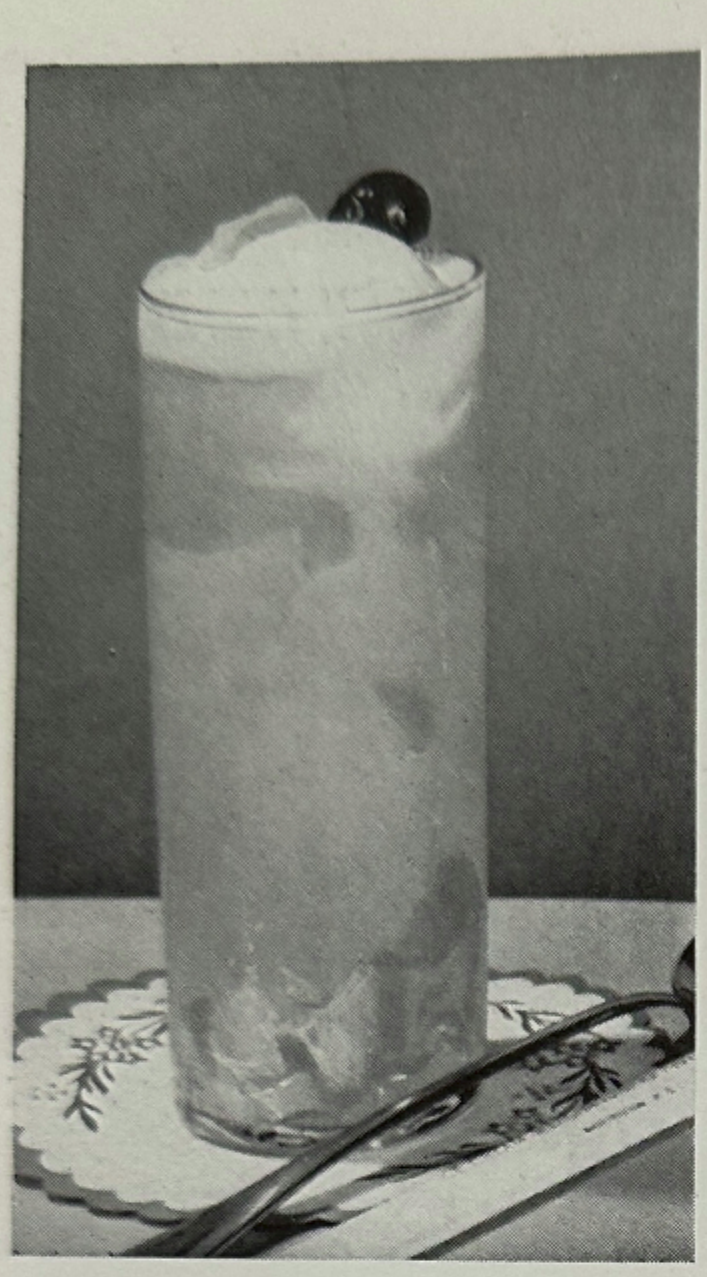
Ingredients:

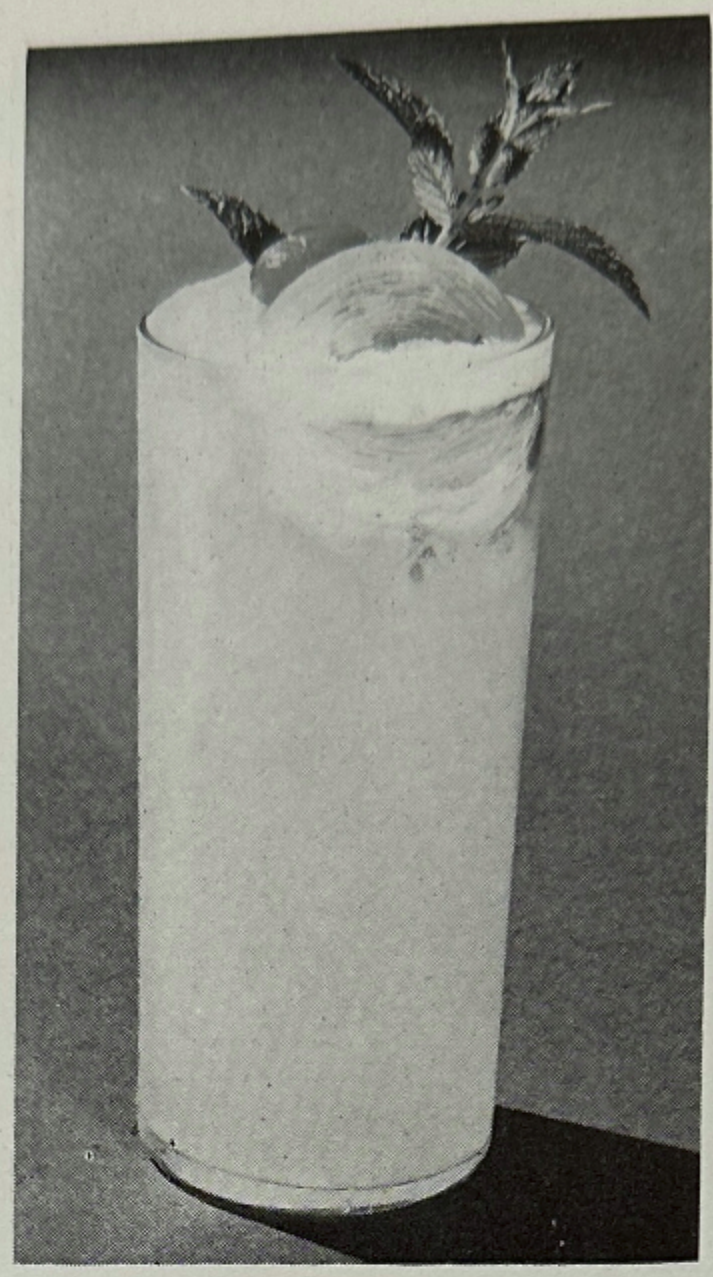
Lemon Juice
Simple Syrup
Lemon Fruit Sherbet or Fruit Ice
Chipped Ice
Carbonated Water
Slice of Lemon
Cherry

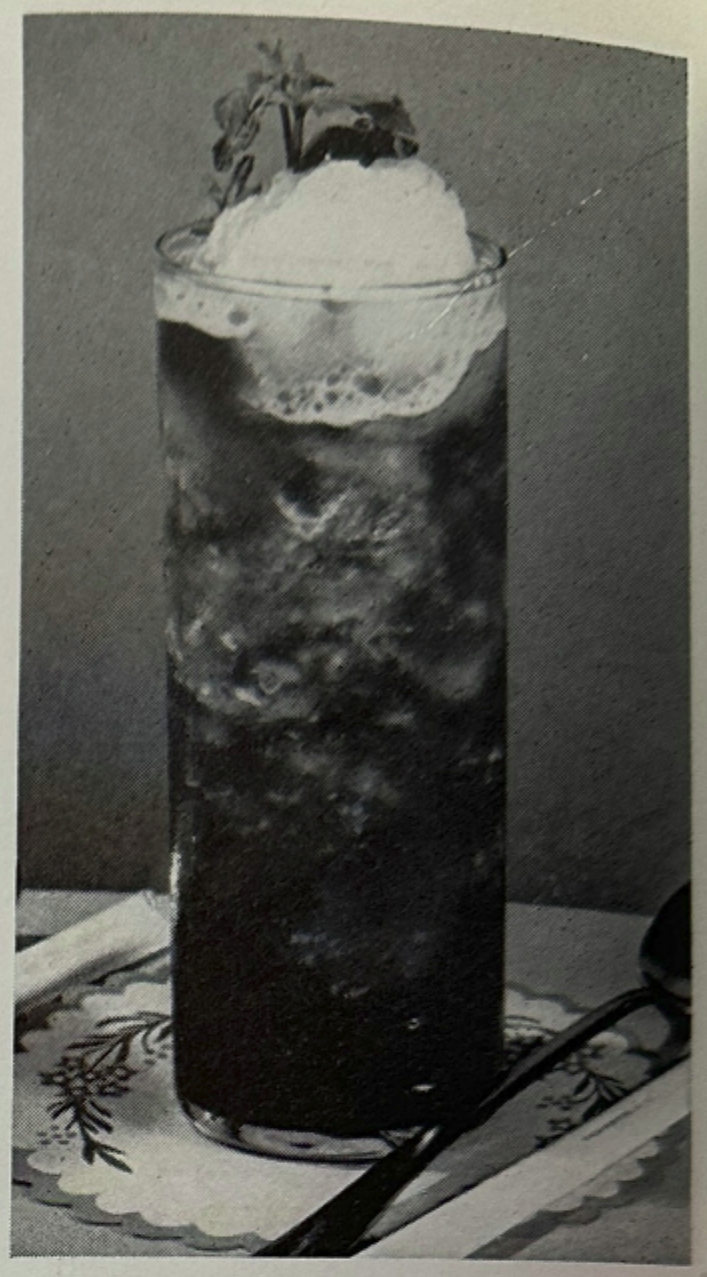
Procedure:

Into a mixing cup, put the juice of half a lemon, 1¼ ounces of simple syrup, one scoop cracked ice, and 2 #24 dippers Lemon Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. While the drink is mixing put a scoop of cracked ice into a thin shell glass. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If the glass isn't full, fill with coarse stream carbonated water. Add a cherry and on the rim of the glass a slice of lemon.









ORANGE FREEZE FLOAT

Ingredients:

Orange Juice
Simple Syrup, if necessary
Orange Fruit Sherbet or Fruit Ice
Cracked Ice
Carbonated Water
Cherry

Procedure:

Into a mixing cup, put the juice of half an orange, ¾ ounce of simple syrup, if desired, one scoop cracked ice, and 2 #24 dippers Orange Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. When the drink is thoroughly blended, pour into a thin shell glass, until ¾ths full. Add 1 #24 dipper of Orange Fruit Sherbet or Fruit Ice. If glass isn't full, fill with coarse stream carbonated water. Garnish with a cherry.

LEMON FREEZE FLOAT

Ingredients:

Lemon Juice
Simple Syrup
Lemon Fruit Sherbet or Fruit Ice
Cracked Ice
Carbonated Water
Sprig of Mint
Cherry

Procedure:

Into a mixing cup, put the juice of half a lemon, 1½ ounces of simple syrup, one scoop cracked ice, and 2 #24 dippers Lemon Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on mixer. When the drink is thoroughly blended, pour into a thin shell glass until ¾ths full. Add 1 #24 dipper of Lemon Fruit Sherbet or Fruit Ice. If glass isn't full, fill with coarse stream carbonated water. Garnish with a sprig of mint, and a cherry.

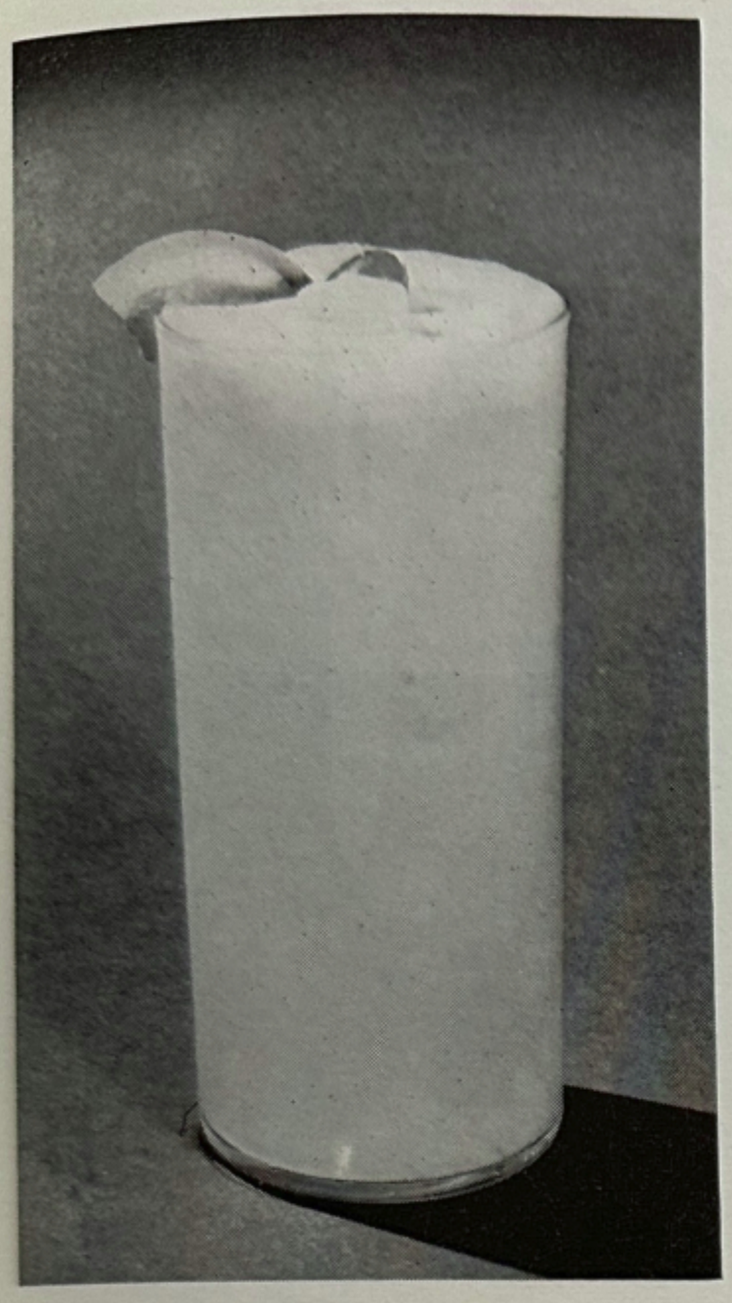
LIME FREEZE FLOAT

Ingredients:

Fresh Lime
Simple Syrup
Lime Fruit Sherbet or Fruit Ice
Carbonated Water
Cracked Ice
Cherry
Sprig of Mint

Procedure:

Into a mixing cup, put the juice of half a fresh lime, 1½ ounces of simple syrup, one scoop cracked ice, and 2 #24 dippers Lime Fruit Sherbet or Fruit Ice. Add 5 ounces carbonated water and place on the mixer. When the drink is thoroughly blended pour into a thin shell glass, until ¾ths full. Add 1 #24 dipper of Lime Fruit Sherbet or Fruit Ice. If glass isn't full, fill with coarse stream carbonated water. Garnish with a cherry and a sprig of mint.



ORANGEADE

Ingredients:

Orange Juice
Simple Syrup
Cracked Ice
Cold Water
Slice of Orange
Cherry

Procedure:

Select a medium sized orange, wash and dry and roll the fruit on the cutting board. Cut off and discard the butt end, and save the next slice for garnish (Large oranges should be halved.) Extract all the juice from the fruit and pour into a mixing cup. Add ½ oz. of simple syrup, 1 scoop of cracked ice, and 5 oz. cold water. Place on the mixer.

While drink is mixing, put 1 scoop of cracked ice into a clean sparkling thin shell glass. Remove cup from mixer and pour its thoroughly blended contents into the iced glass. If glass is not full, finish filling with cold water. Add a cherry and on the rim of the glass—the slice of orange which you saved.



LEMONADE

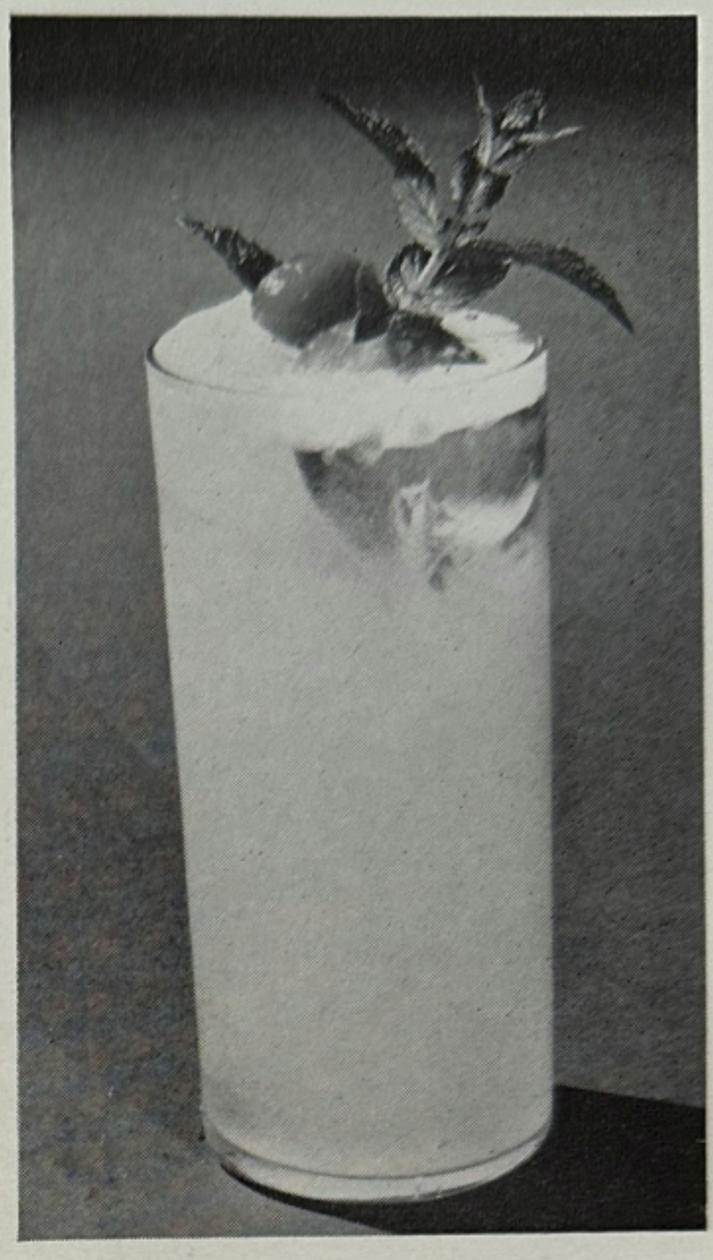
Ingredients:

Lemon Juice
Simple Syrup
Cracked Ice
Water
Slice of Lemon
Cherry
Sprig of Mint

Procedure:

Wash and dry lemon and roll under the hand on a cutting board. Cut off and discard butt end and save the next slice for garnish. Extract all the juice from the lemon and pour into a mixing cup. Add 1 oz. simple syrup, one scoop cracked ice, and 5 ounces cold water. Place on the mixer.

While the drink is mixing put one scoop cracked ice into a clean sparkling thin shell glass. Remove cup from the mixer and pour its thoroughly blended ingredients into the iced glass. If glass is not full, finish filling with cold water. Add a Cherry and on the rim of the glass, the slice of lemon which you saved and a sprig of mint.



LIMEADE

Ingredients:

Lime Juice
Simple Syrup
Cracked Ice
Cold Water
Lime Shell
Cherry
Sprig of Mint

Procedure:

Select medium sized fruit, wash and dry—rolling under palm of the hand on the cutting board and halve in the usual manner. Extract the juice from one small to medium lime, and pour into a mixing cup. Add one ounce of simple syrup, 1 scoop cracked ice, and 5 ounces plain cold water. Place on the mixer.

While the drink is on the mixer, put 1 scoop of cracked ice into a thin shell glass. Add ½ lime shell for color. Remove the cup from the mixer and pour the blended ingredients into the iced glass. If glass isn't full, fill with cold water. Garnish with a Red Cherry, and a sprig of mint.

NOTE: The Fruit Ade made with carbonated water is called a *Rickey*.



SPECIAL SERVICES





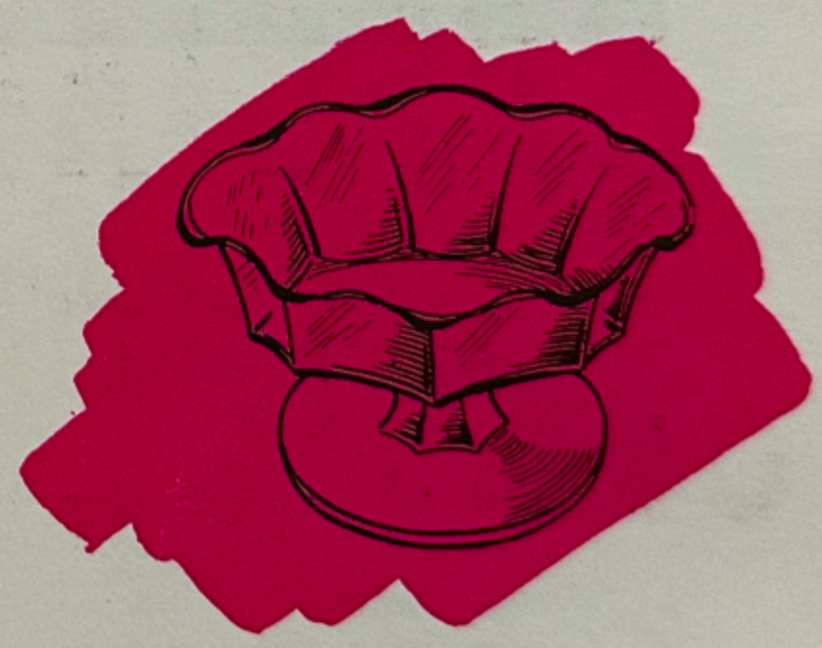


The parfait, the merry-go-round, the frappe, and other Ice Cream services which are somewhat different in composition from the Soda Fountain or Ice Cream Department "regulars", afford an opportunity for the wide awake merchandiser. They provide that "something different" which appeals to a certain class of customers, and as well, are eye appealing, taste tempting variations in which another avenue for Ice Cream profit is created.

Special services offer the chance to promote seasonal food combinations in a distinctive fashion

Skill is required to present these services in most attractive fashion. The use of distinctive service ware not only enhances their appeal but is really an essential if they are to be merchandised in a fashion to make them successful.

While the offering of special services may not be a large part of total Soda Fountain business, it is well to know and use them where occasion indicates the desirability. Their use helps to establish the reputation of the store as a wide awake progressive food service establishment.



THE MERRY-GO-ROUND BANANA SPLIT

Into an Ice Cream bowl or round sundae dish, put ½ ounce of Cherry syrup. Add a #10 dipper of Vanilla Ice Cream (Cone shaped, if possible). Peel and split banana into quarters. Place the four quarters of banana in vertical position against the sides of the mold of Ice Cream. Between each banana quarter, place a stem cherry. Garnish with spiral of whipped cream, and top with another stem cherry. Sprinkle with chopped nuts.





bouquet banana royal

Ingredients:

Wheel Sliced Banana
Crushed Pineapple
Chopped Nuts
Whipped Cream
Whole Cherry
Vanilla Ice Cream
Strawberry Ice Cream
Chocolate Ice Cream

Procedure:

Cover the bottom of an Ice Cream Bowl or round sundae dish with slices of banana, then top with one #30 dipper each of Vanilla —Strawberry—Chocolate Ice Cream. Now surround with balance of wheel slices of banana. Spread over all about 1 ounce of crushed pineapple. Sprinkle with chopped nuts or a ladle of nuts in syrup. Decorate with spiral of whipped cream and whole cherry.

ORANGE ROYAL

Ingredients:

Butterscotch Variegated Ice Cream
Orange Sections
Orange Syrup
Chopped Nuts
Whipped Cream

Procedure:

Make a whorl of orange sections around bottom of an Ice Cream Bowl or round sundae dish. In the center place 2 #20 dippers of Butterscotch variegated Ice Cream. Cover with 1 oz. orange syrup. Sprinkle with chopped nuts. Top with whipped cream and decorate with a piece of orange.

FRUIT CUP ROYAL

Ingredients:

Banana Slices
Orange Segments
Strawberry Ice Cream
Orange Syrup
Chopped Nuts
Whipped Cream

Procedure:

Into an Ice Cream bowl or round sundae dish, arrange banana slices and orange segments (about 5 banana slices and 3 orange slices). Over this place 1 #12 dipper of strawberry or other fruited Ice Cream. Cover with 1½ ounces orange syrup. Top with whipped cream and garnish with a banana slice. Sprinkle chopped nuts over all.

RASPBERRY BANANA ROYAL

Ingredients:

Fresh Raspberries
Sliced Bananas
Vanilla Ice Cream
Whipped Cream

Procedure:

Into an Ice Cream bowl or round dish, place a layer of sliced bananas. Add 1 #12 dipper Vanilla Ice Cream. Cover with 1½ ounces fresh raspberry topping. Top with whipped cream and decorate with a whole raspberry.

peach royal

Ingredients:

Vanilla Ice Cream
Sliced Peaches
Chopped Nuts
Whipped Cream

Procedure:

Cover the bottom of an Ice Cream bowl or round sundae dish with 1½ ounces sliced peaches. Top with 2 #20 dippers of Vanilla Ice Cream, side by side. Sprinkle with chopped nuts or nuts in syrup. Garnish with whipped cream topped with a slice of peach or a cherry.



BANANA MALTED ROYAL

Ingredients:

Chocolate Ice Cream
Vanilla Ice Cream
Ripe Sliced Banana
Chocolate Syrup
Malted Milk Powder
Whipped Cream
Whole Cherry

Procedure:

Cover the bottom of an Ice Cream Bowl or round dish with the wheel slices of half a banana. Top with a #12 dipper—half vanilla and half Chocolate Ice Cream. Cover with 1½ ounces of chocolate syrup. Now surround with the rest of wheel slices of banana. Sprinkle over all a soda spoon of malted milk powder. Garnish with a spiral of whipped cream and a cherry.

HOT FUDGE BANANA ROYAL

Ingredients:

Hot Fudge
Ice Cream
Sliced Banana
Whipped Cream

Procedure:

In the bottom of an Ice Cream bowl or round dish place a layer of sliced bananas. On top of this place 3 #24 dippers of assorted flavors of Ice Cream, Chocolate, Vanilla, Strawberry, or a similar combination. Cover the 3 molds with hot fudge, using 1½ oz. for the complete service. Top center mold with whipped cream and garnish with a slice of banana.

THE BOUQUET

Ingredients:

Slice Pineapple
Strawberry Ice Cream
Chocolate Ice Cream
Vanilla Ice Cream
Crushed Cherries
Pecan Halves
Whipped Cream
Cherry

Procedure:

Into an Ice Cream bowl or round dish, place a ring of pineapple. On this place 1 #30 dipper each of Strawberry Ice Cream, Chocolate Ice Cream and Vanilla Ice Cream. Ladle 1½ ounces of crushed Cherries over the three molds of Ice Cream. Place 5 or 6 pecan halves on the topping. Decorate the center with whipped cream, top with a cherry.



after theater merry-go-round

Ingredients:

Strawberry Ice Cream, Whole Banana, Pineapple Topping, Whipped Cream and Red Pineapple Cube.

Procedure:

Peel the Banana and slice in half, lengthwise, and then crosswise.

In a round sundae dish, place a #12 cone shaped dipper of Strawberry Ice Cream. Lay the banana quarters against the Ice Cream in vertical position, keeping the seed side out. Pour over ¾ of an ounce of Crushed Pineapple. Top with Whipped Cream and a Pineapple Cube or a cherry.

all chocolate
MERRY-GO-ROUND

Ingredients:

Chocolate Ice Cream, Chocolate fudge, banana, chopped nuts, whole cherry, whipped cream.

Procedure:

Into a footed round sundae dish, place a very small quantity of Chocolate fudge. Top this with a #12 dipper of Chocolate Ice Cream. Split banana lengthwise, then cut lengths in half and place in upright position to the four sides of the mould of Chocolate Ice Cream. Top with one ounce of Chocolate fudge, sprinkle with chopped nuts. Garnish with whipped cream and whole cherry.

caramel scotch
MERRY-GO-ROUND

Ingredients:

Caramel-scotch
Chocolate Ice Cream
Banana
Salted Pecans
Whipped Cream
Green Cherry

Procedure:

On a Round Sundae Dish, put a #10 dipper of Chocolate Ice Cream. Split a banana lengthwise, then cut lengths in half. Lay the four quarters of the banana against the Ice Cream in a vertical position. Cover all with 1 oz. Caramel-scotch fudge. Sprinkle with salted pecans. Garnish with whipped cream and green cherry.

nutty scotch
MERRY-GO-ROUND

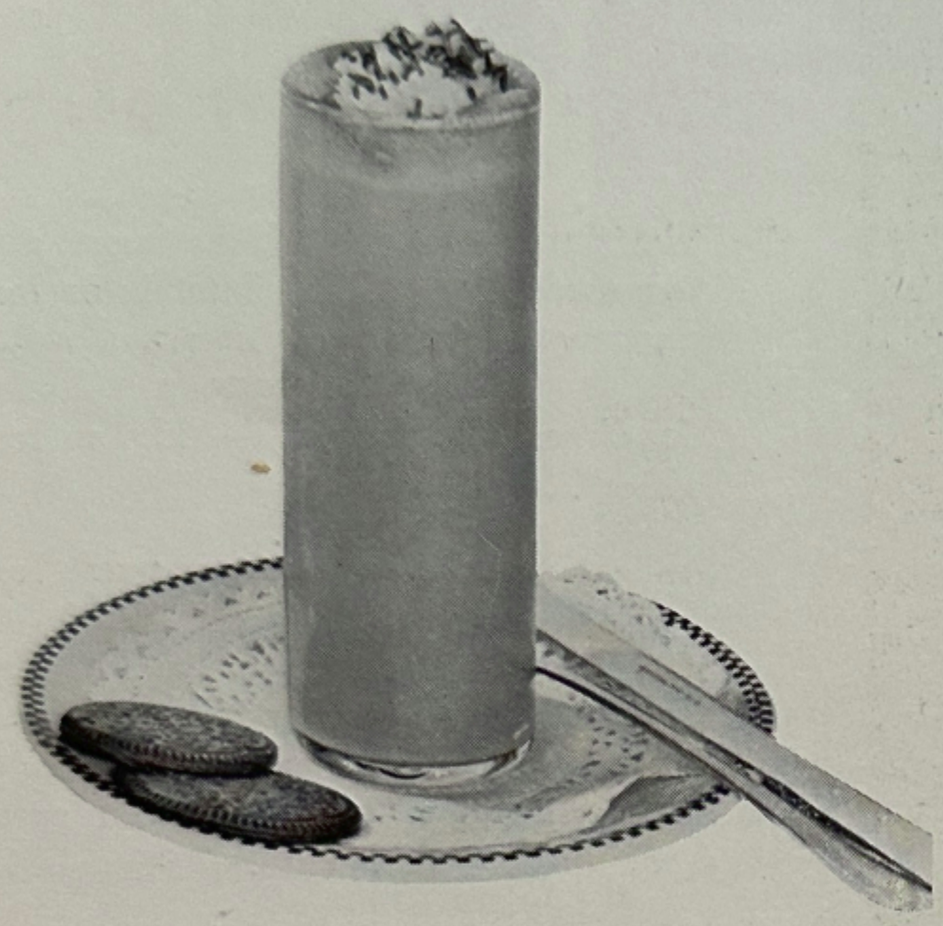
Ingredients:

Butterscotch Topping
Nuts in Syrup
Butterscotch or Vanilla Ice Cream
Banana
Whipped Cream
Red Cherry

Procedure:

Peel the banana and slice in half, lengthwise, and then crosswise. Into a round sundae dish put ½ oz. butterscotch topping. On the sauce place 1 #12 dipper Butterscotch or Vanilla Ice Cream. Lay the banana quarters against the Ice Cream in vertical position, keeping the seed side out. Pour over ¾ oz. Butter-scotch and 1 spoon nuts in syrup. Garnish with whipped cream and a red cherry.

the frappe

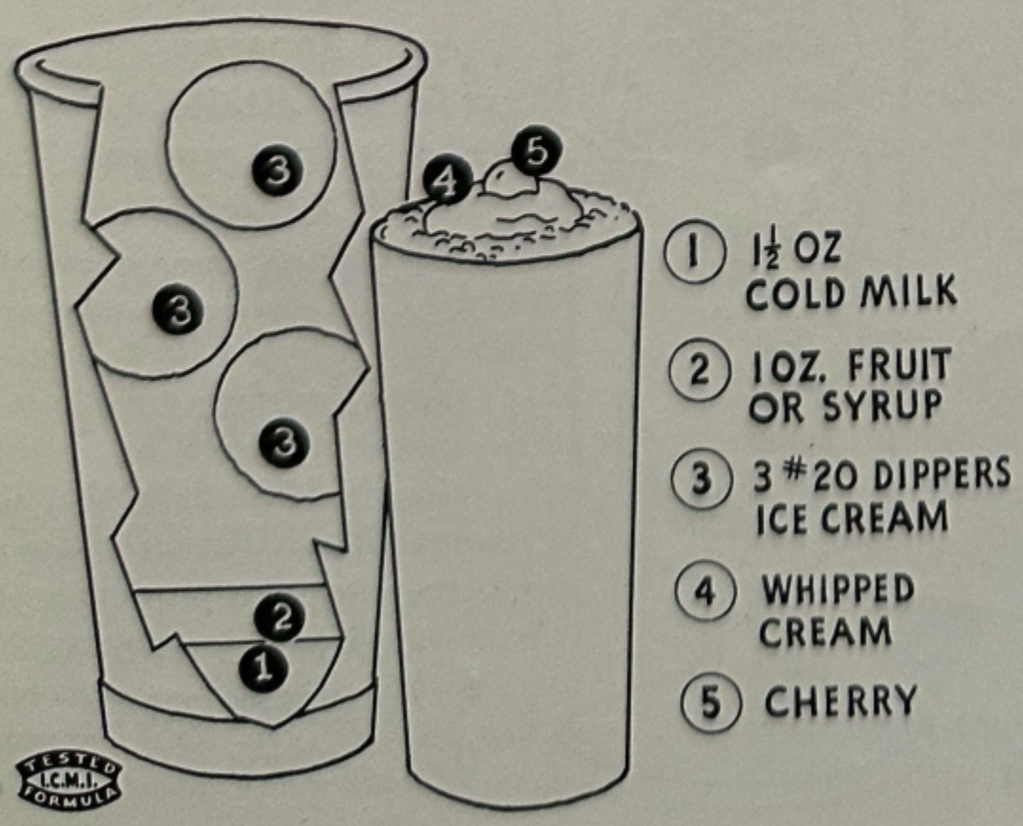


BASIC FORMULA

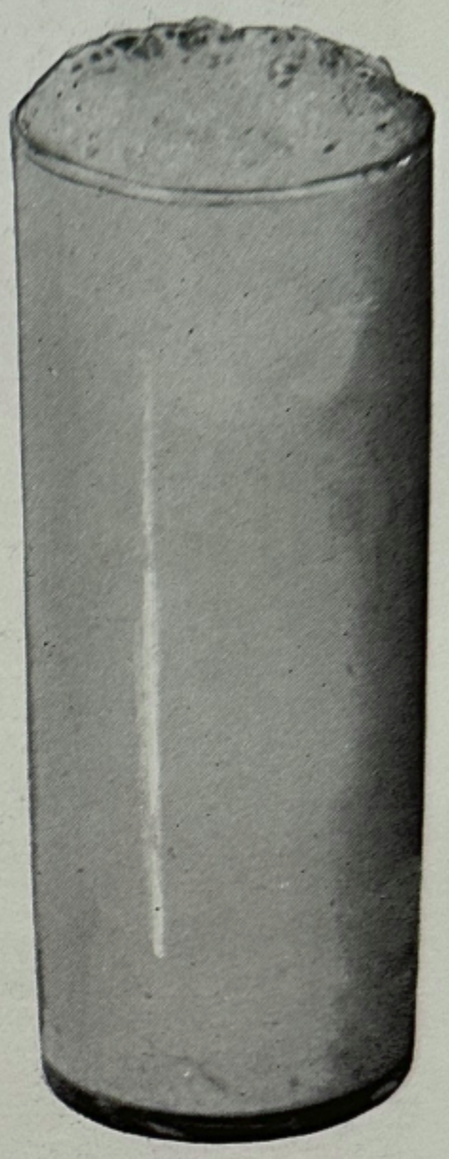
Put into mixing cup
3 #20 Dippers Ice Cream
1 oz. Fruit or Syrup
1½ oz. Cold Milk.

Blend until smooth with spatula or long spoon. Pour into thin shell glass. Top with whipped cream and a cherry.

Almost any flavor or fruit—or crumbled cookies—nuts, etc., can be used in making frappes. Follow basic formula—making changes in flavors and Ice Cream as are required.



FRUITED FRAPPE OR SMOOTH



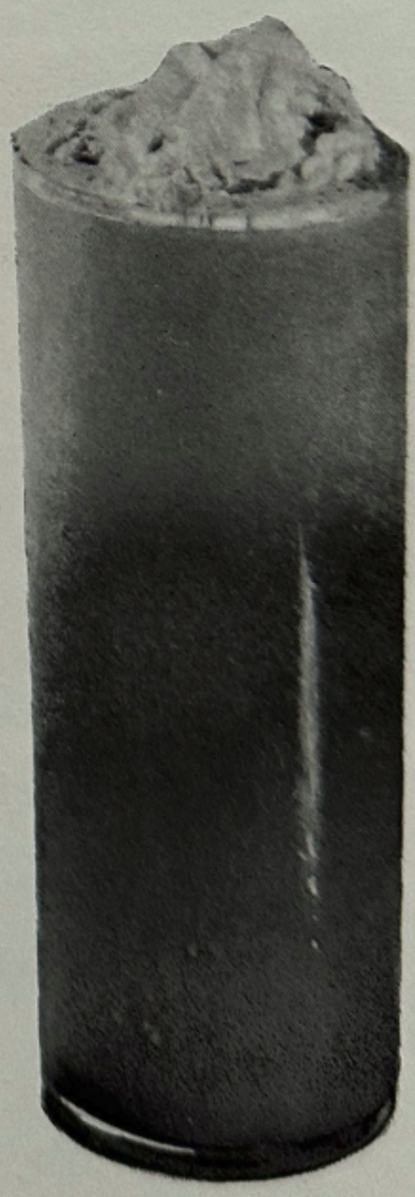
Ingredients:

Vanilla Ice Cream
Crushed Fruit
Cold Pasteurized Milk
Whipped Cream
Cherry
Wafers

Procedure:

Into a mixing glass or mixing cup put 3 #20 dippers of Vanilla Ice Cream, add 1 oz. of crushed fruit and 1½ ounces of milk. Blend until smooth with spatula or long spoon. Pour into serving glass. Top with whipped cream and a cherry. Nuts may be added if ordered. Serve wafers on the side.

CHOCOLATE FRAPPE OR SMOOTH



Ingredients:

Chocolate Ice Cream
Cold Pasteurized Milk
Whipped Cream
Nutmeg or cinnamon or Chocolate Shot
Wafers

Procedure:

Into a mixing glass or mixing cup put 3 #20 dippers of Chocolate Ice Cream, 1 ounce of chocolate syrup, 1½ ounces of milk. Blend together until smooth with a spatula or long spoon. Pour into serving glass. Top with whipped cream and sprinkle with nutmeg, cinnamon, or with chocolate shot. Serve wafers on the side. Chopped nuts may be sprinkled over whipped cream—if sold as a Chocolate Nut Frappe.



the parfait

The parfait is one of the most glamorous dishes made at the Soda Fountain or Ice Cream Department. The imagination and skill of the dispenser combine to create a colorful effect of Ice Cream and toppings—"like an Ice Cream rainbow".

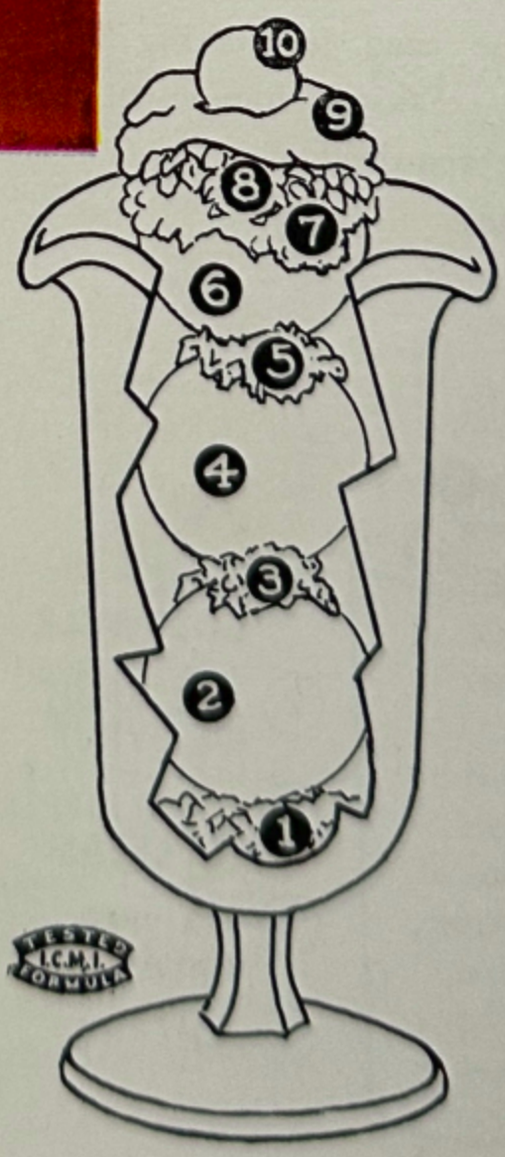
As first made, the parfait was soft Ice Cream with toppings and garnish whipped in—in some places this continues to be the formula. However, common Soda Fountain practice is to "layer" *firm* Ice Cream and toppings to produce a striking blend of colors, as well as a pleasing combination of flavors.

The parfait appeals to adults more than to youngsters. It is a distinctly "fancy" dish and is ideal to include in luncheon unit selling with fruit salads, entrees such as creamed chicken—or other high class luncheon items.

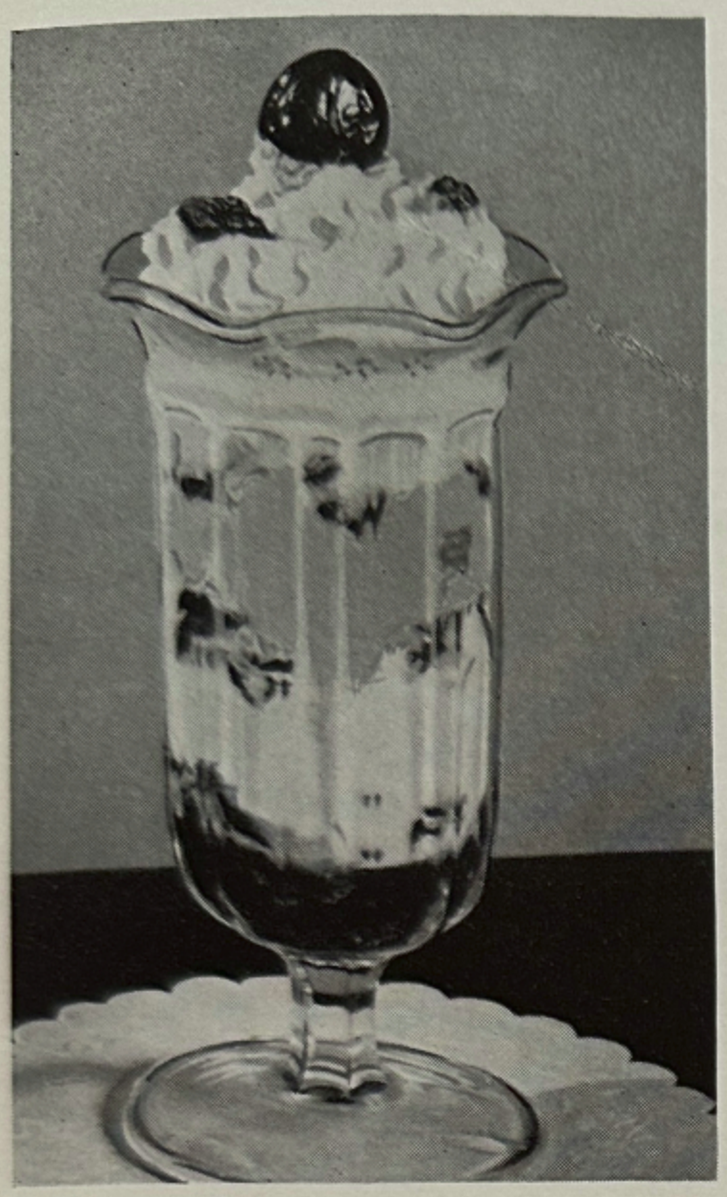
Since the parfait requires both time and skill to make, it is not a low priced service. But where a clientele has been developed, it can prove a decided profit maker, as well as a pleasing addition to the Soda Fountain menu.

BASIC CHART FOR PARFAIT

Use this procedure in making all parfaits. By changing the flavors of ice cream and toppings used you can create many delicious and lovely - to - look - at combinations in this service.



1. 1 SODA SPOON SYRUP OR CRUSHED FRUIT
2. 1#30 DIPPER ICE CREAM
3. 1 SODA SPOON SYRUP OR CRUSHED FRUIT
4. 1#30 DIPPER ICE CREAM
5. 1 SODA SPOON SYRUP OR CRUSHED FRUIT
6. 1#30 DIPPER ICE CREAM
7. ½ SODA SPOON SYRUP OR CRUSHED FRUIT
8. 1 SODA SPOON OF NUTS OR NUTS IN SYRUP
9. WHIPPED CREAM
10. CHERRY



ORIENTAL PARFAIT

Ingredients:

Vanilla Ice Cream
Strawberry Ice Cream
Chocolate Ice Cream
Chopped maraschino cherries
Nuts in syrup
Green or natural crushed pineapple
Whipped Cream
Whole Cherry

Into a parfait glass put a soda spoon of green or natural crushed pineapple. Add a #30 dipper of vanilla Ice Cream and cover with a soda spoon of chopped maraschino cherries. Add a #30 dipper of chocolate Ice Cream. Cover with a soda spoon of nuts in syrup. Add a #30 dipper of strawberry Ice Cream, then ½ soda spoon of chopped maraschino cherries. Cover with whipped cream and decorate with pieces of nut meats, fruit or candies and a whole maraschino cherry.



"PARTY-TIME" PARFAIT

Ingredients:

Strawberry Ice Cream
Vanilla Ice Cream
Crushed Strawberries
Crushed Pineapple
Chopped Nuts
Whipped Cream
Whole Cherry
Petit-fours

Into a parfait glass place a soda spoon of crushed strawberries. Add a #30 dipper of strawberry Ice Cream, 1 soda spoon crushed strawberries, then a #30 dipper of vanilla Ice Cream. Cover with a soda spoon of crushed pineapple, then add a #30 dipper of strawberry Ice Cream. Cover with a soda spoonful of crushed pineapple. Decorate with a spiral of whipped cream, sprinkle with chopped nuts and garnish with a whole cherry.

Serve on a doily covered plate with petit-fours—place a long spoon on the side.



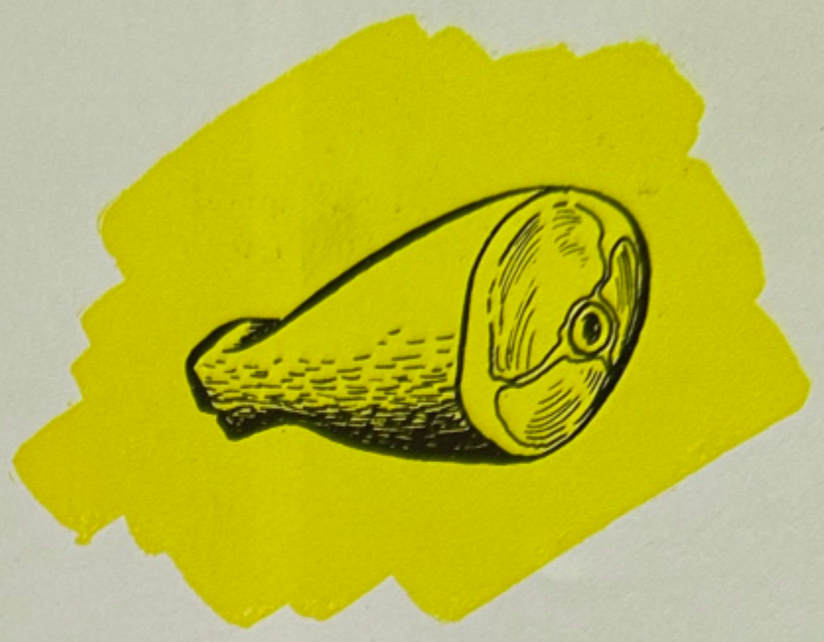
MAPLENUT PARFAIT

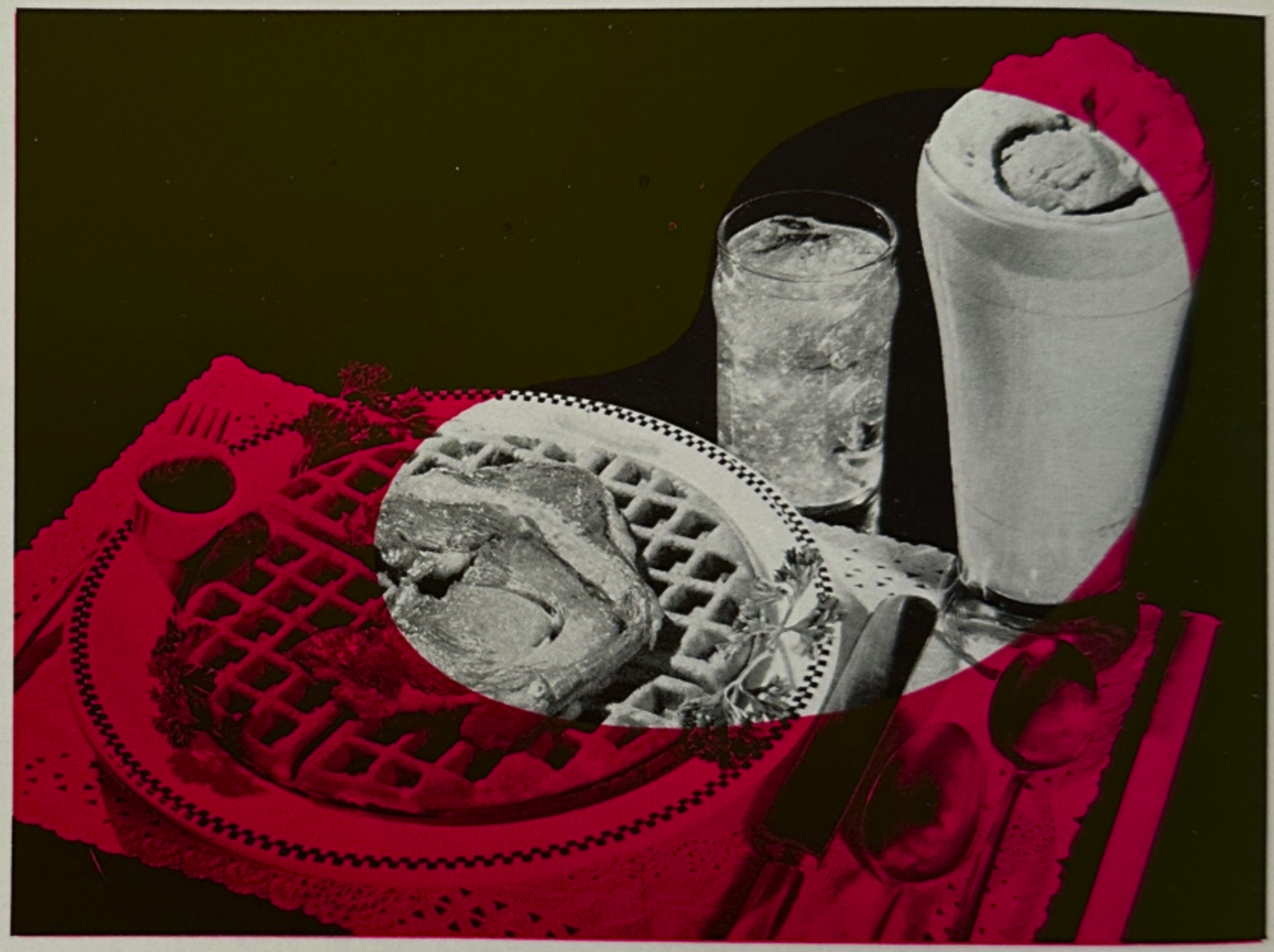
Ingredients:

Vanilla Ice Cream
Maple or Butter Pecan Ice Cream
Maple Syrup
Nuts in Syrup
Whipped Cream
Whole Cherry
Wafers

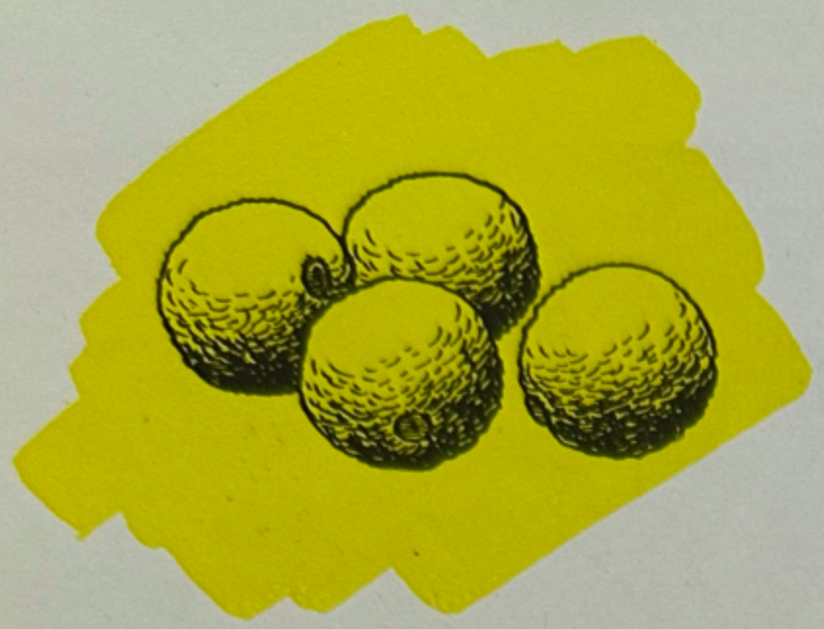
Into a parfait glass put ½ ounce maple syrup; add one #30 dipper Vanilla Ice Cream, 1 soda spoon nuts in syrup, then one #30 dipper of maple or butter pecan Ice Cream, 1 soda spoon nuts in syrup, then another #30 dipper of Vanilla Ice Cream. Cover with 1 soda spoon nuts in syrup, top with whipped cream and garnish with a cherry.

Serve on doily covered plate with wafers—place a long spoon on the side.





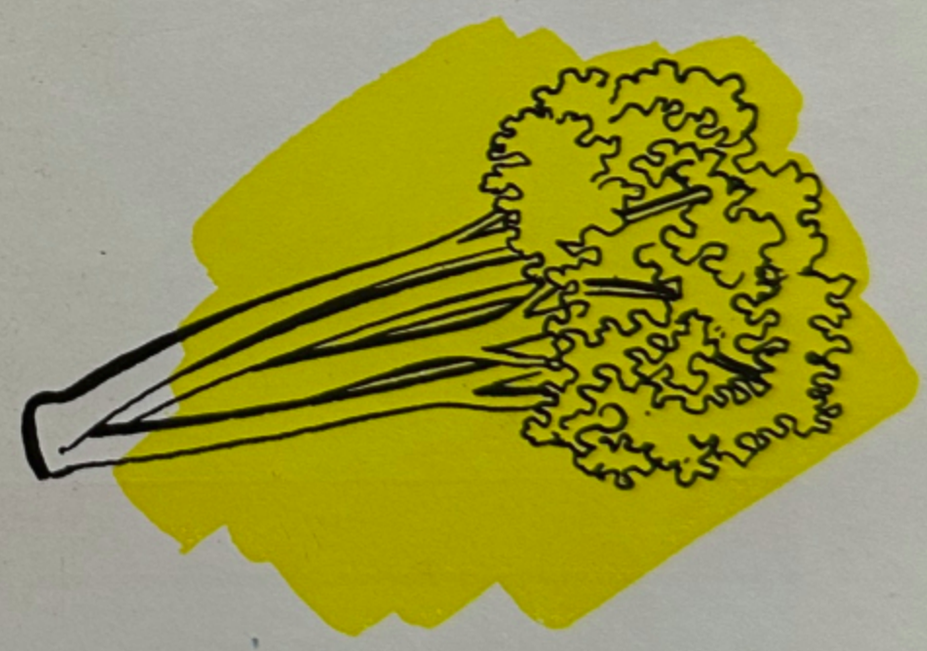
LUNCHEONETTE

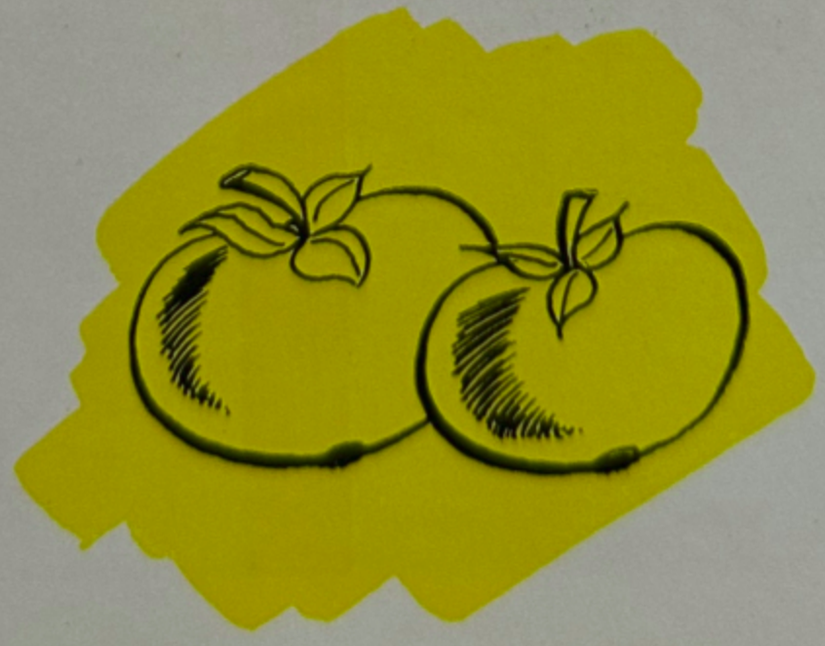




Sandwiches and light lunches can be made profitable in the luncheonette department by planning a series of suitable combinations—arranged not only for eye and taste appeal, but also for efficient preparation and service in the space you have. It is better to offer on your menu a few well-made, attractively served combinations each day and change the offerings frequently—than to try *too many* specials on any one day.

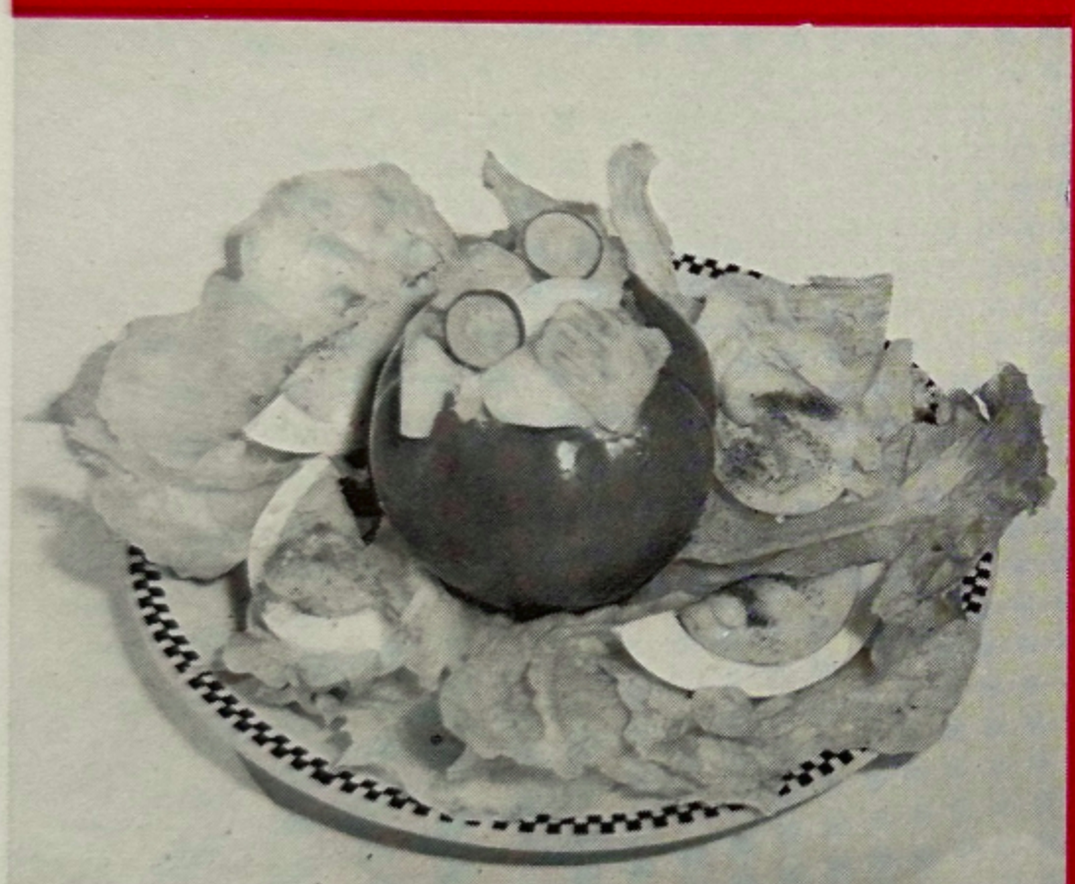
The use of Ice Cream dishes in luncheon combinations adds sales apppeal.—The Ice Cream soda or Ice Cream milk drink with a sandwich or a salad; soup and the sundae; the Ice Cream bowl as a "topper-off" to chili con carne are examples of well-planned combinations which are proved sales and profit makers.

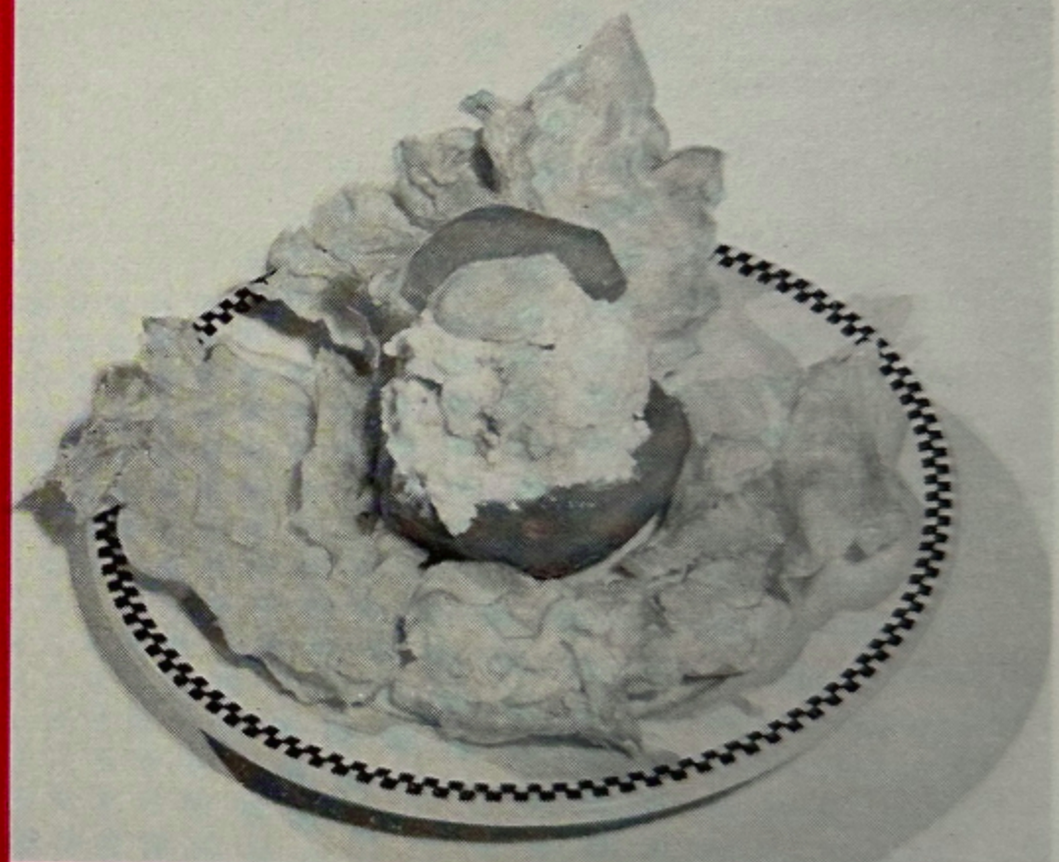


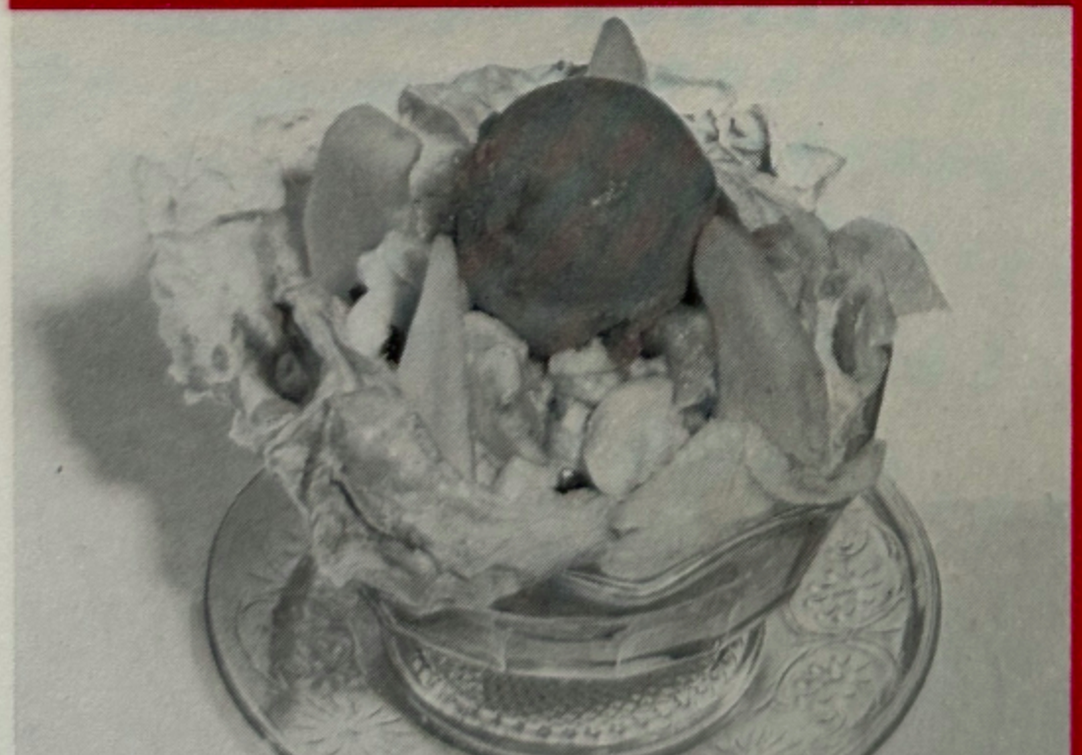


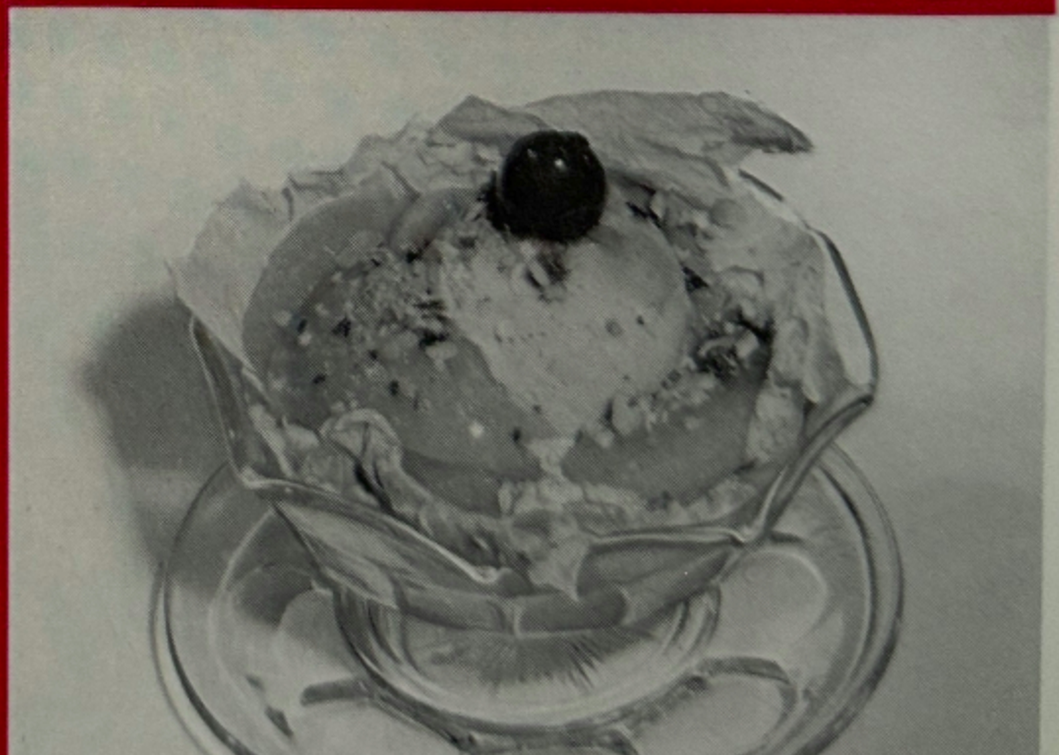












Salads

THE RAINBOW OF THE LUNCHEONETTE

Take the rich red color of a slice of tomato, the orange hue of a diced carrot, the deep vibrant green of chopped pepper, the pale whiteness of a slice of apple, the delecate emerald of a piece of crisp celery—take this tantalizing, appealing, eye-catching rainbow, couch it in the protecting folds of fresh tender lettuce, place it in a sparkling glass bowl or a clean wooden bowl, put the bowl in a bed of chipped ice and . . .

Watch your customers go for those salads!

VARIED APPEAL

A salad has everything that attracts customers. The appeal of color, the healthful benefits of the vitamins and minerals in fruits and vegetables, a clean tempting appearance and a price that's within the reach of everybody. A salad goes well with an Ice Cream soda and a salad and a sundae make a satisfying meal.

The ingredient costs of a salad are moderate and each salad returns a substantial profit. You can't go wrong by serving salads at your soda fountain or luncheonette.

FRESHNESS—GOOD DRESSING

The first essential of a salad is freshness—so prepare only enough to provide for an estimated demand. If more are required you can make them as needed. Don't destroy the taste of a fresh appetizing salad with a poor dressing. Use only the best ingredients in preparing your dressings or mayonnaise and offer as large a variety as possible. French, Mayonnaise, Thousand Island, Russian and Lemon Dressing are all favorites. A fruit salad usually calls for a sweet dressing; vegetable, meat and fish salads require a tart dressing.

If it is possible set aside a special section for salads and display them on chipped or cracked ice. You can also display a large salad bowl from which individual salads are served. Be certain to provide various sized spoons, ladles and dippers to control portions, so that you insure a profit on each salad.

Planning ahead makes it possible for you to get the best out of each season, and helps control costs. Make a list of the vegetables and fruits in each season and plan to use those that will be available.

Remember that while decorative effects attract customers, too many frills can increase cost and slow down service. Make your salads attractive but use common sense as a guide.

The variety of salads you can prepare is limited only by your own ingenuity. There are literally hundreds of different salads that look well, eat well and sell well. You'll find a number of suggestions in the following pages.

HOW TO MAKE THE SALADS SHOWN ON THE OPPOSITE PAGE

STUFFED TOMATO SALAD

Cover a dinner plate with crisp lettuce leaves. Carve out the center of a medium size (not too ripe) tomato. Chop the pieces of tomato and mix with equal portions of chopped celery to which has been added a little mayonnaise. Fill the cavity with this mixture. Top with radish slices.

Variations

Tomato may be stuffed with Chicken Salad, Shrimp, Tuna, Salmon or Crabmeat salad. Garnish the plate with hard boiled egg quarters, dotted with mayonnaise over which paprika is sprinkled lightly.

PEACH MELBA-COTTAGE CHEESE SALAD

On a salad or pie plate, place a lettuce leaf. On this place a half peach. Into the center of the peach put a scoop of cottage cheese. Dot the cheese with salad dressing. Sprinkle with melba sauce and decorate with a slice of peach.

FRUIT SALAD BOWL

Into an Ice Cream bowl or round dish, place a lettuce leaf and add ½ cup shredded lettuce. Arrange on this a combination of fresh orange sections, grapefruit sections, sliced apples and sliced peaches, or any similar assortment of fruit. Top with a #24 dipper of fruit sherbet or fruit ice. Stand four thin slices of canteloupe around the edge of the salad with points toward the sherbet ball.

GEORGIA BELLE SALAD

Into an Ice Cream bowl or round dish, place a crisp lettuce leaf. Add a serving of sliced peaches, top with Peach Ice Cream, sprinkle with chopped nuts, garnish with a Cherry. Whipped cream garnish may also be used if desired.

SALMON SALAD BOWL

On a bowl of fresh greens consisting of pieces of lettuce, chicory, watercress and spring onions mixed with french dressing, lay large flakes of salmon and egg slices. Arrange egg slices and sliced cucumbers alternately around edge of bowl. Trickle a little french dressing over top, and dust lightly with paprika.

Tuna fish or sardines may be used in place of salmon.

GARDEN SALAD

Toss lightly with french dressing, a mixture of chopped greens, such as lettuce, water cress, endive, romaine or whatever is available, sliced spring onions, sliced tomato, sliced radishes, celery and cucumbers. Arrange in an individual salad bowl, keeping loose to carry out the "tossed" effect. Arrange slices of cucumber around the edge for garnish. On top lay an egg slice and decorate with thin carrot strips. Pour a small amount of french dressing over all.

Avocado, Lettuce and Shrimp Salad

Cover a salad bowl in border fashion with crisp lettuce leaves. Place two wedges of crisp iceberg lettuce in bottom. Over the lettuce place a slice of avocado. Top with cooked shrimp—two slices of hard boiled egg and one tomato slice. Cover with mayonnaise or serve a small ramekin of French dressing to which has been added a shot of tabasco sauce.

Avocado Crabmeat Salad

Into a salad bowl place a bed of shredded cabbage over a crisp lettuce leaf. Top with a scoop of crabmeat surrounded with slices of avocado. Cover with mayonaise.

Banana Cheese Nut Salad

Cover a Banana Split Dish with a cool, crisp lettuce leaf. Split a full, ripe banana and place over lettuce. Cover the banana lightly with salad dressing. In center place a scoop of cottage cheese. Sprinkle with chopped nuts and top with a cherry. Serve with wafers.

Combination Vegetable Salad

In a salad bowl place some shredded cabbage. Add cooked string beans, julienne carrots, peas and pickled beets . . . two slices of tomato and asparagus spears. Sprinkle with French dressing.

Fruit Salad Mold

FRUIT SALAD:

Dice equal parts of fresh apple, orange and canned pineapple to make 1 quart, add 2 diced bananas, ¼ pound sliced seedless white grapes, 10 chopped maraschino cherries.

On a pie plate arrange a nest of crisp lettuce leaves. In the center place a #16 dipper of fruit salad prepared as above. Sprinkle with French dressing and top with whipped cream and a cherry.

Fruit Salad Plate

Cover a dinner plate with crisp lettuce leaves. Make a ring of four half slices of fresh or canned pineapple. Into the center of this ring place a mound of fresh fruit salad composed of sliced banana, chopped or sliced cherries, orange slices and melon balls, grapefruit sections, or a similar combination of fruits, using what you have available. Top with a cooked prune. Pour French dressing over all.

Julienne Salad

Into a salad bowl place a mixture consisting of lettuce, endive, shredded radishes, sliced greenpeppers, chopped celery, watercress and tomatoes—sliced or quartered. Over all spread thin julienne slices of any of the following: cold ham, tongue, chicken, turkey or roast beef. Serve with French dressing.

Orange and Plum Cheese Salad

Over a bed of shredded cabbage, place a scoop of cottage cheese and dot in four places with pimento. Alternate with a border of orange slices and seeded Italian plums. Serve French dressing in ramekin on the side.

Pear and Cottage Cheese Salad

On a bed of shredded lettuce place a scoop of cottage cheese. Over the cheese place two halves of pear—one half on each side—cavity side down. Make a special dressing by combining 1/3 pear syrup with 2/3 salad dressing. Lightly cover the entire salad with this dressing. On each side of the cottage cheese mold place a whole seeded cooked prune. Serve wafer on side.

Prune Pineapple Cottage Cheese Salad

On a bed of shredded lettuce place a slice of pineapple. Top with a scoop of cottage cheese. Over the cheese sprinkle crushed pineapple and decorate with pitted prunes. Serve salad dressing in ramekin. Wafers on the side.

Seashore Salad

Cover the bottom of a salad bowl with shredded lettuce. Add pieces of tuna and crabmeat. Surround with four cooked shrimps. Garnish with two asparagus tips. Serve lemon and French dressing in ramekin. Add a dash of tabasco sauce to the dressing.

Waldorf Salad

Combine 2 parts chopped fresh apples with 1 part chopped celery and nutmeats. Mix with cooked, semi-sweet salad dressing. Serve in mound on crisp lettuce leaf and decorate with maraschino cherry.

Fisherman's Salad Bowl

Into a salad bowl place chopped salad greens. Top with lumps of salmon—tuna—shrimp or lobster. Serve French dressing.

LUNCHEON PLATES

My Lady's Luncheon

Place raisin bread French toast on dinner plate with mold of fresh fruit salad in lettuce cup. Garnish with pickled watermelon rind.

Hot Dog Luncheon Plate

Place hot baked beans over Boston brown bread and a hot dog (boiled or broiled) on each side. Top the beans with a spot of Tomato Catsup.

Hot Dog and Potato Salad Luncheon Plate

Place a mold of potato salad on a crisp lettuce leaf with hot dog on each side. Garnish with pickle slices and serve mustard.

Love Apple Salad Plate

consists of a tomato stuffed with a mixture of chopped celery and tomato, surrounded with thin slices of assorted cold cuts. Serve salad rolls.

Special Cold Plate Salad

consists of assorted cuts of liverwurst, cheese, boiled ham and slice of chicken with mold of potato salad in center on crisp lettuce leaf. Garnish with pickle slice.

Assorted Salad Plate

consists of scoop of each of the following salads on crisp lettuce: tuna, ham, and chicken. Surround with potato chips. Serve salad rolls and butter.

Lavender Lady Fruit Salad

consists of sliced oranges, bananas, pineapple. Surround with three whole stuffed prunes. Sprinkle with grated cheese; top with whipped cream and decorate with a stem cherry.

Old Virginia Salad Plate

consists of potato salad in center over crisp lettuce leaf—two thin slices of Smithfield baked ham, two slices of tomato. Garnish with pickle slices. Serve ramekin of mustard and tea biscuits.

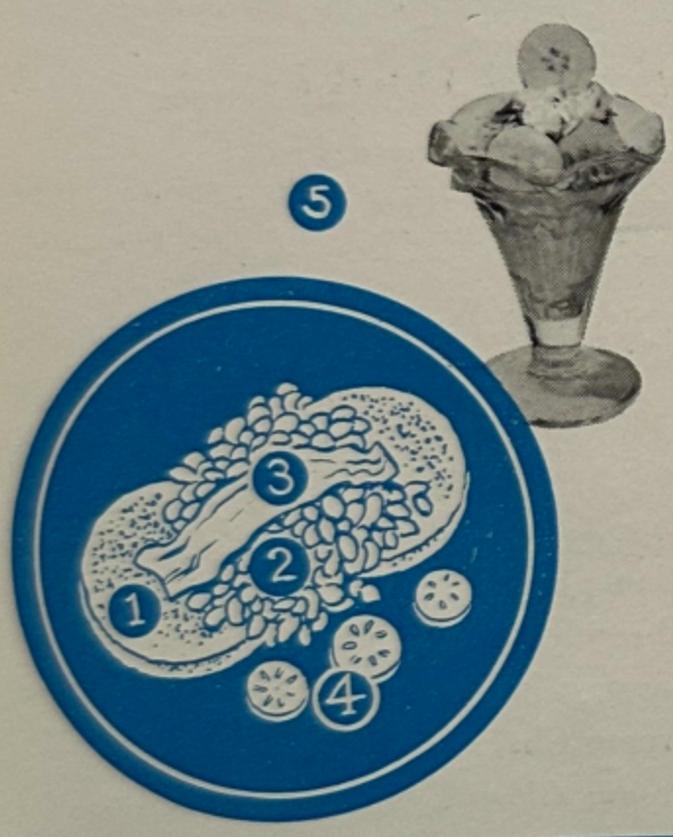
suggestions for combinations



1. Fruit Salad with Cottage Cheese
2. Finger Sandwiches
3. Mayonnaise in Ramekin
4. Vanilla Ice Cream Soda



1. Ham Sandwich On Rye
2. Pickle Slice
3. Sliced Tomato
4. Mustard in Ramekin
5. Root Beer Milk Shake



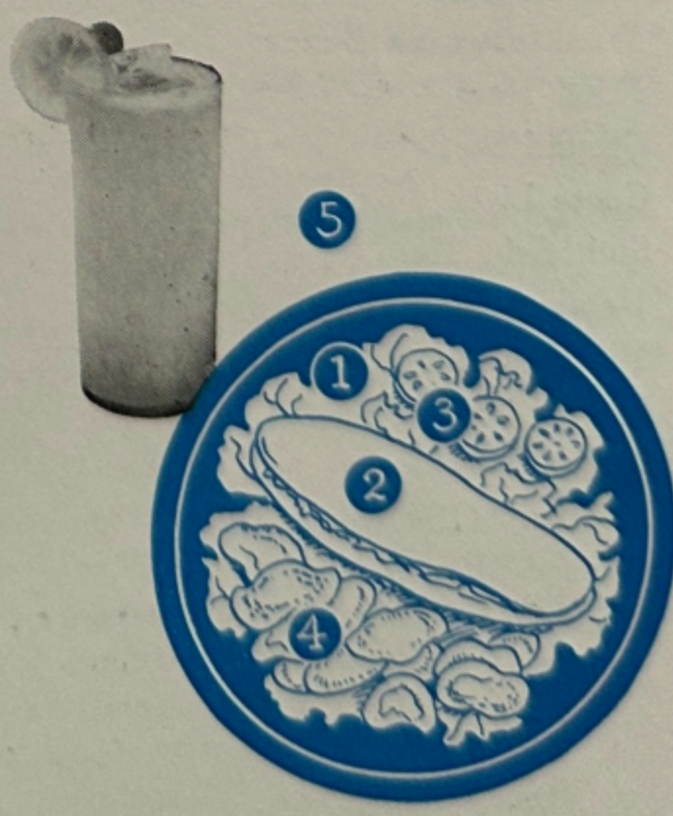
1. Brown Bread
2. Baked Beans
3. Bacon Slice
4. Dill Pickle
5. Butterscotch Banana Sundae



1. Lettuce Leaves
2. Toasted Cheese Sandwich
3. Pickle Slice
4. Van-Raspberry Sundae



1. Lettuce Leaves
2. Tomato Stuffed with Cottage Cheese
3. French Dressing
4. Pimiento Sandwich
5. Chocolate Ice Cream Soda



1. Lettuce Leaves
2. Tuna Salad Sandwich on a Roll
3. Pickle Slices
4. Potato Chips
5. Lemon Freeze

Sandwiches FOR THE LUNCHEONETTE

By presenting an opportunity for Ice Cream combination companion sales, sandwiches serve to stimulate the sales check.

Writing sandwich orders on the sales check and leaving the check with the sandwich maker prevents errors, noise and confusion. Your customer gets his order faster and the dispenser saves valuable time that can be used in serving other customers.

Sandwich spreads, meats, salads, etc., should always be prepared and in readiness for use so that a minimum of time will be required in getting the order to the customer.

Don't try to serve all types of sandwiches on any one day. Keep your menu simple by featuring seasonal sandwiches using those meats and spreads that are available.

SANDWICH SUGGESTIONS

MEAT SANDWICHES

Baked Ham
*Barbecued Beef
*Barbecued Pork
*Barbecued Ham
*Barbecued Chicken
Bacon
Boiled Ham
Bologna
Braunsweiger
Sliced Chicken
Canadian Bacon
Cold Corn Beef
Cube Steak
Chicken Liver—Chopped
*Chickenburger
Denver Sandwich
Deviled Ham
*Frankfurter on Bun
*Fried Ham
Ground Steak
Goose Liver
Smithfield Ham
*Hamburger on Bun
*Hot Pastrami
Kosher Corned Beef
Liverwurst
Meatloaf (Hot or Cold)
Pressed Minced Ham
*Roast Beef
Salami
Smoked Tongue
Smoked Turkey
*Salisbury Steak
Sliced Turkey
*Tenderloin Steak
*Turkey-Burger
Veal Loaf (Hot or Cold)

SEAFOOD SANDWICHES

*Fried Jumbo Shrimp
Sardine
*Fried Haddock
*Fried Oyster

CHEESE SANDWICHES

Cream Cheese
American Cheese
Brick Cheese
English Muffin-Cheese
Imported Swiss Cheese
Limburger Cheese
Old English Cheese
Olive Pimento Cheese

SALAD SANDWICHES

Chicken Salad
Date and Nut Salad
Crabmeat Salad
Ham Salad
Lobster Salad
Olive Salad
Olive and Nut Salad
Salmon Salad
Shrimp Salad
Tuna Salad

COMBINATION SANDWICHES

Avocado and Bacon
Avocado, Tomato and Lettuce
Bacon and Tomato
Bacon and Lettuce
Bacon and Cheese
Bacon and Watercress
Bacon and Peanut Butter
Bacon and Egg
Bacon and Egg Salad
Cape Cod (Ham, Cheese, Cranberry Sauce)
*Cheeseburger on Bun
Cream Cheese and Date
Cream Cheese and Jelly
Cream Cheese, Nut and Raisin
Cream Cheese and Chipped Beef
Chopped Ham, Pickle and Cheese
Dixie Ham (Fried Ham, Jellied Cranberry Sauce,
Sliced Egg and Tomato
Egg and Olive
Egg and Minced Ham
Sliced Egg and Tuna Salad
*Grilled Steak and Sweet Pickle
Junior Club
Ham and Swiss Cheese
Lettuce and Tomato
Nutburger
Nut and Cream Cheese
Roast Pork and Relish

* Usually served hot—either open face style on two slices of bread or in a bun or roll.

more sandwich suggestions . . .

EGG, NUT BUTTER, JELLY, ETC., SANDWICHES

Avocado
Almond Butter
Cashew Butter
Deviled Egg
*Fried Egg
Sliced Egg
*Scrambled Egg
Fruit Jam
Grape Jelly
Peanut Butter

CLUB STYLE SANDWICHES

Bacon, Lettuce and Tomato
Club House
Cream Cheese, Pineapple, Nuts
Chopped Roast Ham and Tomato
Chicken Salad, Bacon and Tomato
Ham Salad, Lettuce and Tomato
Salmon Salad and Egg
Smithfield Ham and Tomato
Pimento, Bacon and Tomato
Lenten Special

*** Usually served hot—either open face style on two slices of bread or in a bun or roll**

sandwich facts

BREAD FOR SANDWICHES	Allow 2 slices bread per serving 1¼ pound loaf white bread cuts 19 (⅝″) slices, without end crust. 1½ pound loaf white bread cuts 24 (⅝″) slices, without end crust. 2 pound sandwich loaf white bread cuts 28 (½″) slices, or 56 (⅜″) slices, without end crust. 1 pound loaf whole wheat bread cuts 16 (⅝″) slices, without end crust. 2 pound loaf whole wheat bread cuts 28 (½″) slices, without end crust. 1 pound loaf rye bread cuts 23 (¾″) slices, without end crust. 2 pound loaf rye bread cuts 33 (¾″) slices, without end crust. NOTE: The thickness and number of slices will vary in different localities.
BUTTER	2 pounds will spread 100 sandwiches. 1½ pounds of print butter, each pound cut into 64 prints, will serve 100.
JELLY	8 medium glasses will spread 100 sandwiches.
JAM OR PRESERVES	3 quarts will spread 100 sandwiches.
SANDWICH FILLINGS	1 gallon of any filling will spread 100 sandwiches, if approximately 2½ tablespoons is used per sandwich.
PEANUT BUTTER	3 quarts will spread 100 sandwiches.
AMERICAN CHEESE	6 pounds will spread 100 sandwiches, if approximately 1 ounce slices are used per sandwich.
MAYONNAISE	1 pint will spread 100 sandwiches, if approximately 1 teaspoon is used per sandwich.
LETTUCE	5 medium heads for 100 sandwiches.
PIES	1 (10″) pie will serve 8. 1 (9″) pie will serve 7. 1 (8″) pie will serve 6.
CAKES	4 (14″) layer cakes will serve 100. 6 (8″) layer cakes will serve 100. 1 (18″ x 25″) sheet cake will cut 48 cake squares.
WHIPPED CREAM	2 quarts heavy cream, whipped, will top 100 sundaes.

—Courtesy American Institute of Baking

sandwich fillings

HAM SALAD

To 3 pounds of ground ham trimmings, (or grind a ham hock of the same weight), add 1 dozen ground sweet pickles medium size; 3 tablespoons prepared mustard and 1 cup of hot water. Mix well.

TUNA SALAD

½ Cup Shredded Tuna Fish
½ Cup Chopped Stuffed Olives
½ Cup Finely Chopped Celery
1 Tablespoon mayonnaise seasoned with 1 teaspoon mustard. More mayonnaise if necessary to make good spreading consistency.

EGG SALAD

12 Hardboiled Eggs
1½ Cups Diced Celery
½ Cup Salad Dressing
1½ Teaspoons Worcestershire Sauce
1½ Tablespoons Lemon Juice
1½ Teaspoons Scraped Onion
Salt and Pepper
Remove shell from eggs. Chop eggs, but not too fine. Add diced celery, dressing and seasoning. Season to taste with salt and pepper.

SALMON SALAD

Drain juice from one and one half pound can Salmon. Add ½ cup finely chopped celery and ¼ cup piccalilli, 1 finely chopped hard boiled egg to salmon. Add salt and pepper to taste, juice of half a lemon and enough mayonnaise to hold ingredients together. Blend well and keep chilled.

COTTAGE CHEESE AND GREEN PEPPER

To 1 pound cottage cheese, add 1 medium green pepper (seeds removed and pepper chopped fine). Salt and pepper to taste. If necessary, add mayonnaise or cream to make good spreading consistency.

PIMIENTO CHEESE

Thin pimiento cheese with a small amount of milk to make a good spreading consistency. Season.

CHOPPED CHICKEN LIVER AND EGG SPREAD

Saute chicken livers (not too well done) in chicken fat. Take out of pan and saute onions well in remaining fat, do not brown. Put livers and hard boiled eggs through chopping machine, add sauted onions and any juice or fat left in the frying pan. Add seasoning and mix all ingredients into a paste.

DRIED BEEF AND EGG

To 2 chopped hard boiled eggs, and ½ cup of shredded dried beef add 3 tablespoons chili sauce and 1 tablespoon mayonnaise. Mix well.

NEW ENGLAND BAKED BEAN

Mash contents of a 16 ounce can of Pork and Beans together with 6 tablespoons mayonnaise and contents of a small can of condensed vegetable soup. Mix thoroughly. Spread on Boston Brown bread and grill. Serve hot.

SIZZLING CHEESE-BACON

Top buttered bread with Cheddar cheese and sliced bacon. Broil until bacon sizzles.

EGG AND CELERY SALAD SANDWICHES—Makes 50

24 finely chopped hard-cooked eggs
4 cups finely chopped celery
Mayonnaise to moisten
Salt and pepper to taste
Combine chopped eggs and chopped celery with sufficient mayonnaise to moisten. Season with salt and pepper. Spread between slices of buttered enriched bread.

CREAM CHEESE, DRIED BEEF AND HORSERADISH—Makes 50

3 9-ounce packages cream cheese
½ pound dried beef
1 cup prepared horseradish
Grind the dried beef fine, and mix with the other ingredients to a smooth paste, using a little evaporated milk, if necessary, to thin to the right consistency for spreading.

cheese tricks

CHEESE TREAT APPLE SLICES

Try thin slices of unpeeled apple dipped in lemon juice and put together sandwich fashion with a slice of any Cheddar or Bleu type cheese.

BLEU CHEESE SALAD DRESSING

Cut fine one small clove garlic. Add ½ cup salad oil, ¼ teaspoon paprika, dash salt. Mix well. Add crumbled Bleu cheese. Mix with fork. Add vinegar sparingly to suit taste. Mix. Serve on head lettuce or tossed green salad.

CHEESE RELISH BALLS

Scoop balls out of Cheddar or cream cheese with a melon baller. Roll in chopped nuts or chopped pickle, if desired, or serve just as they are.

TIME-SAVER CHEESE SAUCES

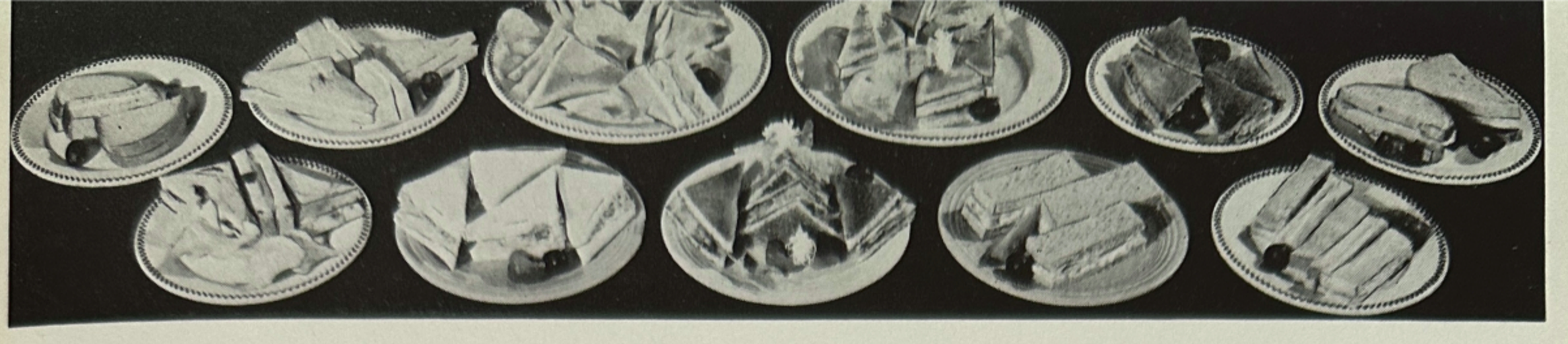
Melt 2 tbsps. butter. Add 2 tbsps. flour. Blend. Add 1 cup milk slowly. Cok until thick, stirring. Add ½ cup grated Cheddar cheese, 1 tbsp. lemon juice, ¼ teaspoon salt. Stir until cheese melts. For macaroni, try this sauce: Melt 3 tbsps. butter, add 1½ cups grated Cheddar cheese and 1 can condensed mushroom soup and seasoning.

CHEESE-CROWNED TOMATOES

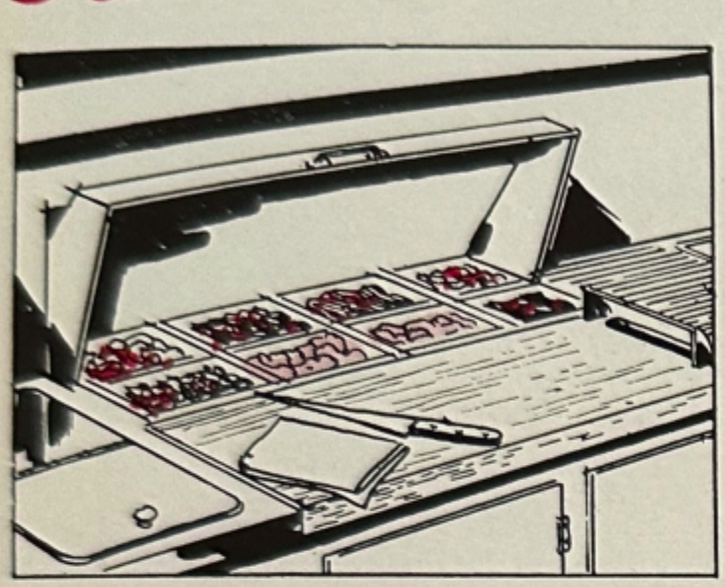
Scoop out center of each chilled tomato. Fill with mixture of 1 package Cream cheese, 1 section Bleu cheese, ½ cup salad dressing, 1 mashed pimiento. Chill. Serve on lettuce.

CHEESE-RICH PIE CRUST

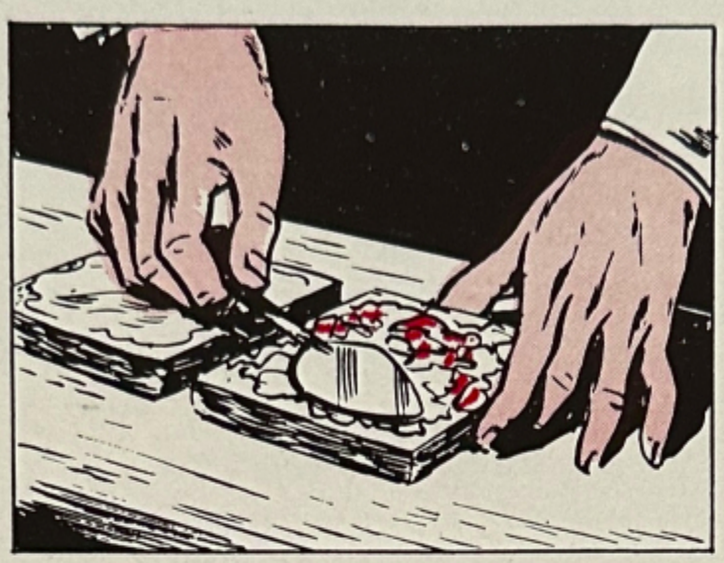
Ever try rolling grated Cheddar cheese into the top crust of apple or mince pie before baking?



sandwiches . . . STYLED FOR SERVICE AND PROFIT



1. Fill jars with sandwich fillings. See that sandwich board is clean—free from crumbs—knife and clean cloth and sandwich spatula spreader ready for use.



2. Lay slices of bread side by side and spread with butter or mayonnaise, in accordance with usual practice. Spread sandwich filling on one slice covering whole surface of bread.



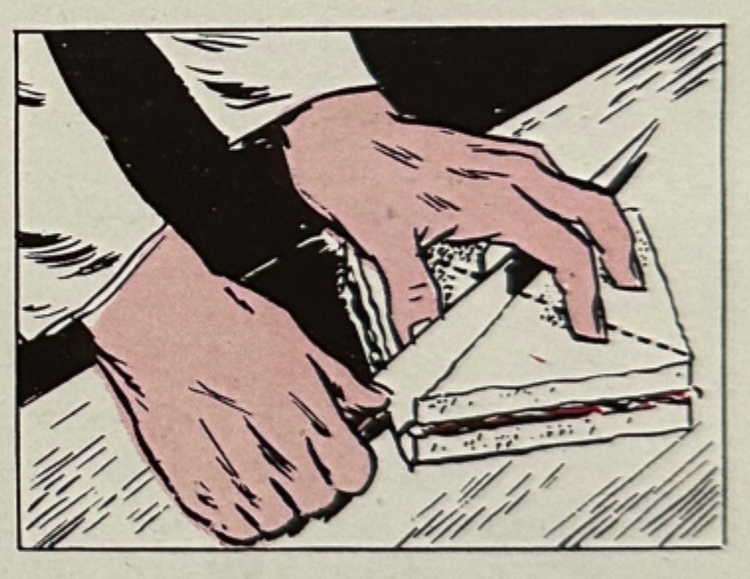
3. Lay lettuce in leaves, not in chunks. If bacon, tomato or other fillers are used —arrange evenly to keep surface as level as possible. Avoid lumps.



4. Combine completed bread slices in sandwich form, and shave off crust. Trim all four edges lightly to give a good clean-cut appearance.



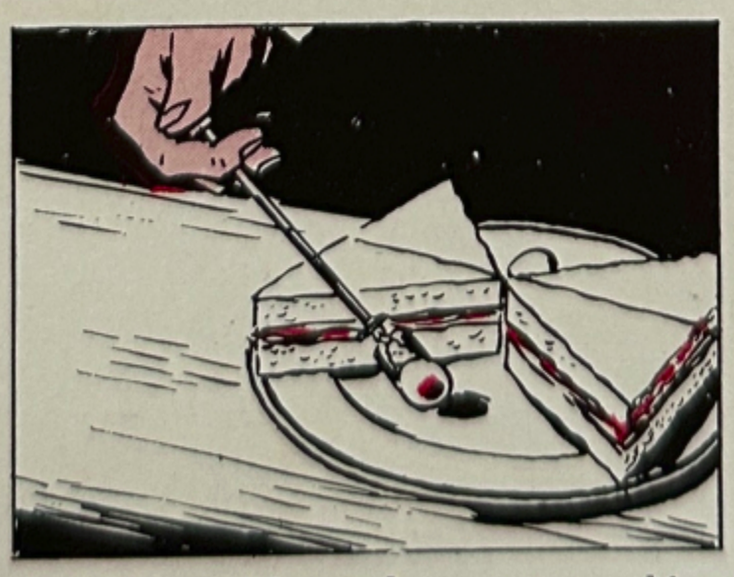
5. If a "three decker" or an overly thick one, use tooth picks or skewers to hold in place—cut as shown by dotted line.



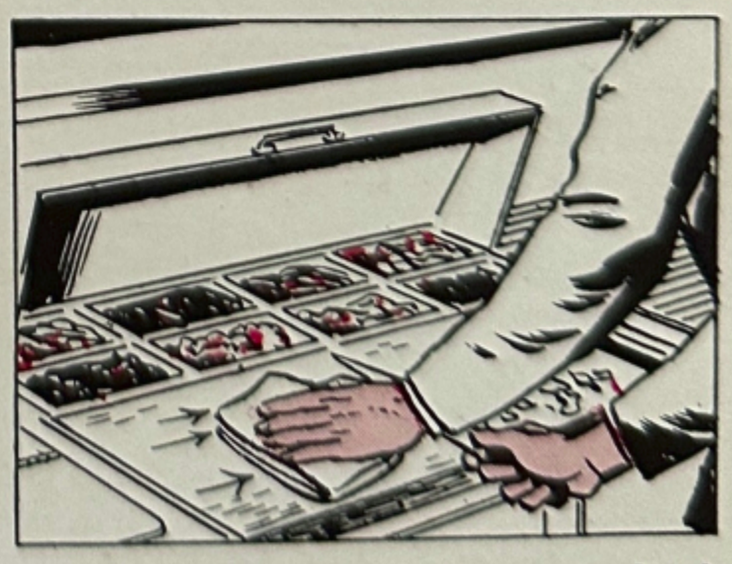
6. Train fingers to take position shown. This not only holds sandwich firm for cutting but also prevents accidents to fingers.



7. Pick up one half the sandwich with cutting knife and slip onto serving plate. Place other half opposite. If quartered or cut in other shapes, other clever arrangements can be worked out. Place sandwich so that filling shows.



8. Add garnish, such as potato chips, pickle, olive, relish, slaw, cranberry sauce, etc.



9. Remove trimmings from sandwich board with back of sandwich knife. Wipe board clean, ready for next order. Keep the entire sandwich and salad cabinet in spic and span condition.

LUNCHEON MENUS FROM AROUND THE COUNTRY

Baked or Broiled Smoked Sausage
Gravy
Buttered Cabbage — Whipped Potatoes
Roll — Butter

•

Chicken Giblets with Rice
Vegetable Salad
Cornsticks

•

Barbecued Sliced Pork on Open Bun
Mashed Potatoes — Brown Gravy
Sliced Tomatoes

•

Individual Pot Home-Baked Beans
Boston Brown Bread — Butter
Coffee

•

Cubed Smoked Ham en Casserole
Lima Beans
Hot Rolls — Butter

•

Diced Turkey a la King on Bed of
Noodles
Hot Roll Butter

•

Maryland Crab Cakes
French Fried Potatoes
Cole Slaw

•

Fresh Breaded Filet of Haddock
French Fried Potatoes
Cole Slaw

•

Breaded Pork Chop
Candied Sweets Pickled Beets
Corn Bread — Butter

•

Hollywood Hamburger on Toasted Roll
Sliced Tomato, Relish, Bermuda Onion
French Fries Cole Slaw

•

Deviled Smithfield Ham Omelet
French Fried Potatoes
Iceberg Lettuce
Rolls Butter

•

Cheese Omelet
Buttered Carrots
Peach Half—with Cottage Cheese

•

Sausage Cake and Candied Yam
Mixed Green Salad
Rolls & Butter

Baked Red Snapper a la Creole
Whipped Potatoes Summer Squash
Hot Biscuits or Cornbread

•

Braised Round Steak
Peas & Carrots
Rolls — Butter

•

Hot Meatloaf Sandwich
Shoe String Potatoes
Green Salad

•

Browned Corn Beef Hash
with
Fried or Poached Egg

•

French Fried Jumbo Fresh Shrimp
Shoe String Potatoes
Cole Slaw

•

Roast Tom Turkey
Dressing — Giblet Gravy
Whipped Potatoes — Vegetable

•

Hot Turkey Sandwich—Open Faced
Whipped Potatoes

•

Roast Sirloin of Beef with Brown Gravy
Whipped Potatoes — Vegetable

•

Minced Chicken Croquette with
Cream Sauce
Whipped Potatoes — Green Peas

•

Individual Chicken Pot Pie
Cole Slaw

•

Browned Sirloin Steak with Gravy
French Fries
Kentucky Wonder String Beans

•

Salisbury Steak with Gravy
French Fries Cole Slaw

•

Fish and Chips
Tartar Sauce

•

Thin Hot Cakes
with
Little Pig Sausages

•

Fresh Ham Steak
Baked Beans Cole Slaw
Corn Bread

•

Chicken Fried Steak with Onion Sauce
Whipped Potatoes String Beans
Rolls & Butter

Braised Tender Veal Cubes
Buttered Egg Noodles
Tomato Gravy
Hot Corn Muffin or Corn pone

•

Split Hot-Tamale
With Chile and Beans

•

Breaded Filet of Haddock
Boiled Potatoes — Cole Slaw
Rolls & Butter

•

LUNCHEONS FEATURING DAIRY PRODUCTS

•

Swiss Cheese on Rye Bread
Sliced Tomato — Potato Salad
Strawberry Milk Shake

•

Cream of Corn Soup
Salmon Salad Sandwich
Pickle Chips
Raspberry Ice Cream Soda

•

Fruit Salad with Cottage Cheese
Buttered Raisin Toast
Chocolate Milk Shake

•

Cream of Tomato Soup
Ham Salad Sandwich
Chocolate Sundae

•

Chefs Salad Bowl
Whole Wheat Roll — Butter
Milk
Fresh Strawberry Sundae

•

Tomato Stuffed with Cottage Cheese
Toasted Crackers
Cherry Pie a la Mode

•

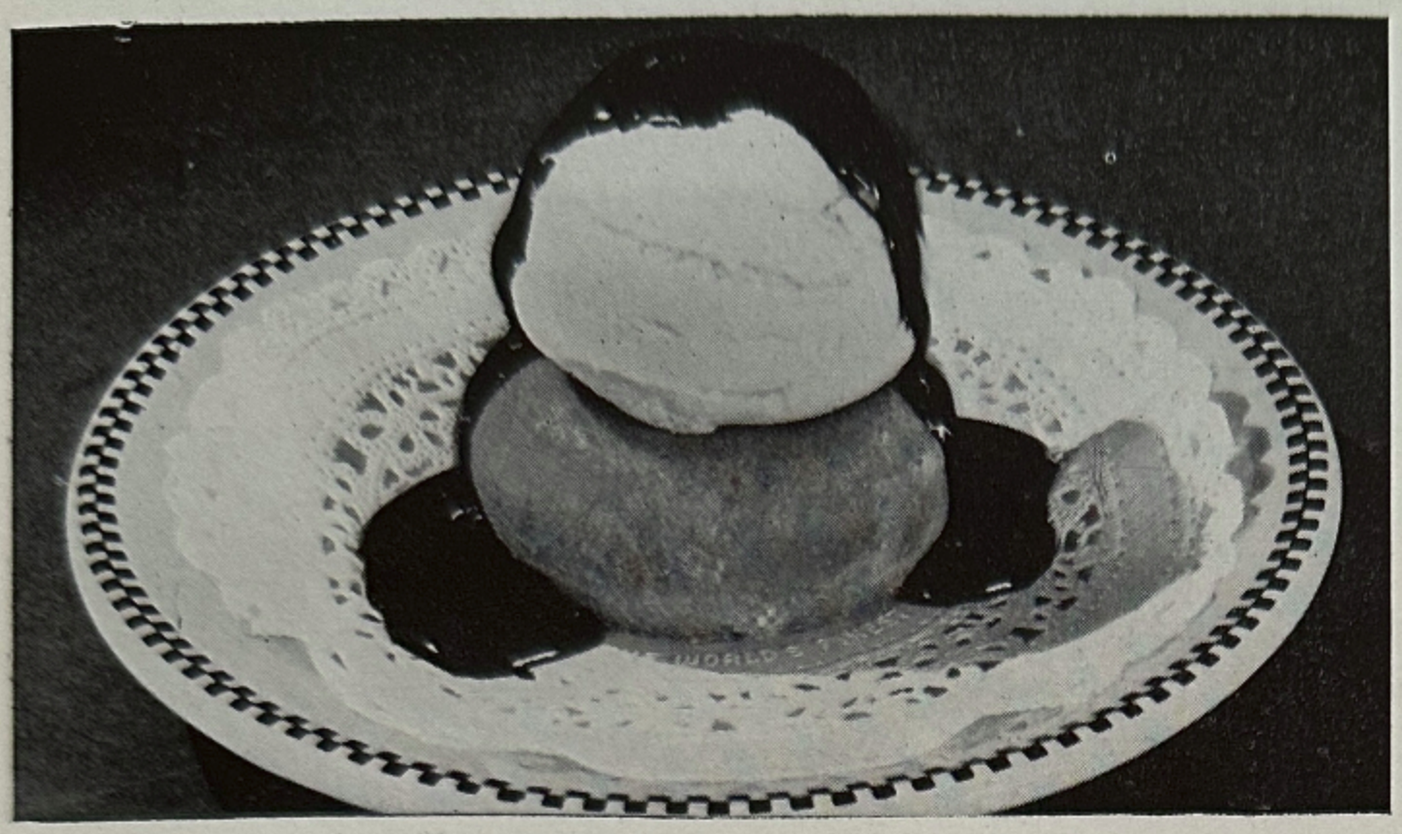
Cream Cheese and Olive Sandwich
Tomato Slices — Potato Chips
Butterscotch Nut Sundae

•

Egg Salad Sandwich
Cole Slaw — Pickle Slice
Strawberry Shortcake with Ice Cream
Milk

•

Toasted Cheese Sandwich
Potato Chips — Carrot Strips
Orange Pineapple Ice Cream Soda



a la mode *means* with ice cream

DONUT A LA MODE

Place one doughnut on a pie plate. Top with a #24 dipper of Vanilla Ice Cream and cover with 1 ounce of Hot Fudge.

FUDGE ALASKA DERBY

Ingredients: Sugared Donuts, Buttered Pecan Ice Cream, Hot Caramel Fudge Sauce.

Procedure: Cut sugared donuts in half, the long way. Place ½ donut, sugared side down, on a serving plate. Cover with a good portion of Butter Pecan Ice Cream. Place, on this, the other half donut, sugar side up. Cover with a portion of hot caramel fudge sauce.

STRAWBERRY CAKE SUNDAE

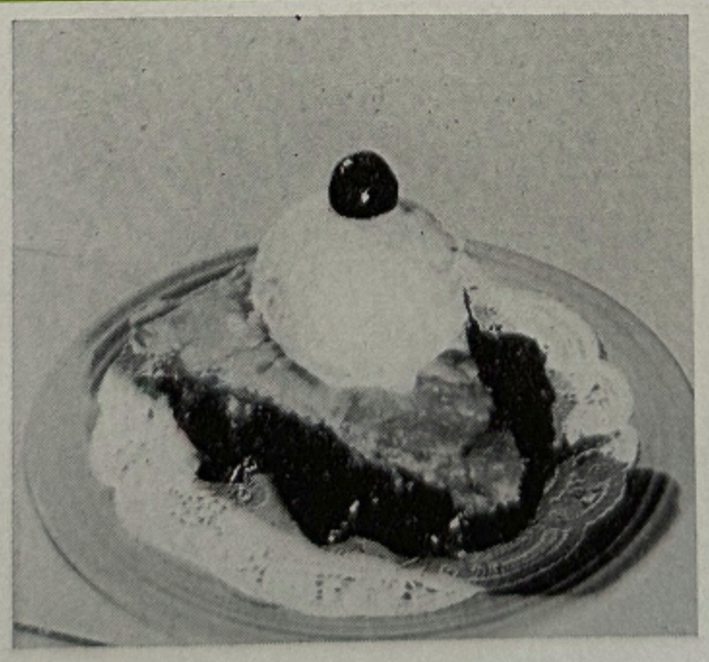
Ingredients: Sponge or Angel Food Cake • Strawberry Ice Cream • Crushed Strawberries • (Preserved, canned, frozen or fresh) • Whipped Cream

Procedure: Cut a thin layer of Sponge or Angel Food Cake into about 3″ squares or rounds. Place in round dish or on a plate. Top with a good size portion of Strawberry Ice Cream. Surround with strawberries and garnish with whipped cream and decorate with a whole strawberry.



A LA MODE ANGEL FOOD WITH ICE CREAM

Place a portion of Ice Cream either dipped or spooned over a slice of angel food cake. Top with hot chocolate or butterscotch fudge.



A LA MODE PIE WITH ICE CREAM

Actually sells more pies and gives greater taste satisfaction to the consumer. It brings out the fruit or flavor of the combination.



A LA MODE CHERRY COBBLER WITH ICE CREAM

Spoon or dip the Ice Cream. For added flavor and appearance, hot or cold cherry syrup may be added over the Ice Cream.

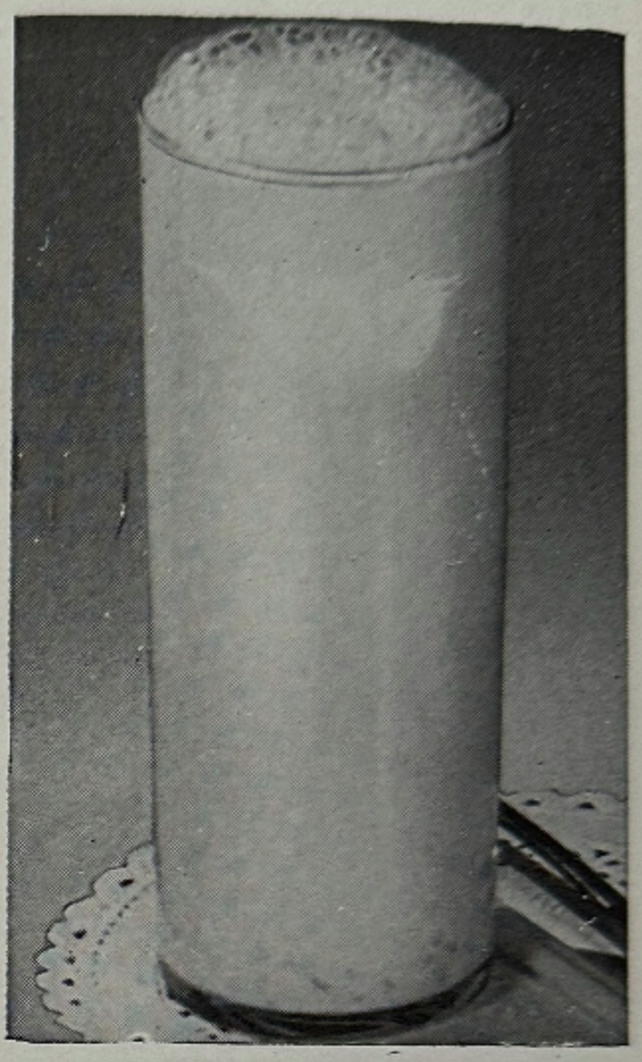
SHOPPERS SPECIALS

ON THESE PAGES WE HAVE ASSEMBLED VARIOUS COMBINATIONS FOR LUNCHEONETTE AND SODA FOUNTAIN SERVICE. ALL ARE DEVELOPED FROM SIMPLE EVERY DAY ITEMS ON YOUR MENU—AND THOSE SUGGESTED HAVE PROVED POPULAR IN ACTUAL USE AT MANY



Chicken or Turkey Salad Sandwich
• Milk Shake or Sundae

Mix finely cut chicken or turkey with an equal measure of finely diced celery. Add enough mayonnaise to make good spreading consistency. Add additional salt and pepper if needed. On a slice of bread, spread enough salad mixture to cover well. Spread another slice of bread with mayonnaise—or butter. Cover with lettuce leaf, and place over salad covered bread. Cut in half. Serve on salad plate.



MILK SHAKE or MALTED MILK
Chocolate • Vanilla—
Root Beer—Coffee



Open-faced Hot Turkey Sandwich
Cranberry Sauce Gravy
• Sundae or Ice Cream Soda

On a dinner plate, lay two slices white bread. Cover bread with sliced turkey, and pour over a ladle of gravy. Serve a ramekin of Cranberry sauce at one side on plate. Garnish with a sprig of parsley.

FEATURE THESE COMBINATIONS WITH THE STAPLE ICE CREAM ITEMS SUGGESTED



Chili Con Carne with Crackers
• Milk Shake or Dish of Ice Cream

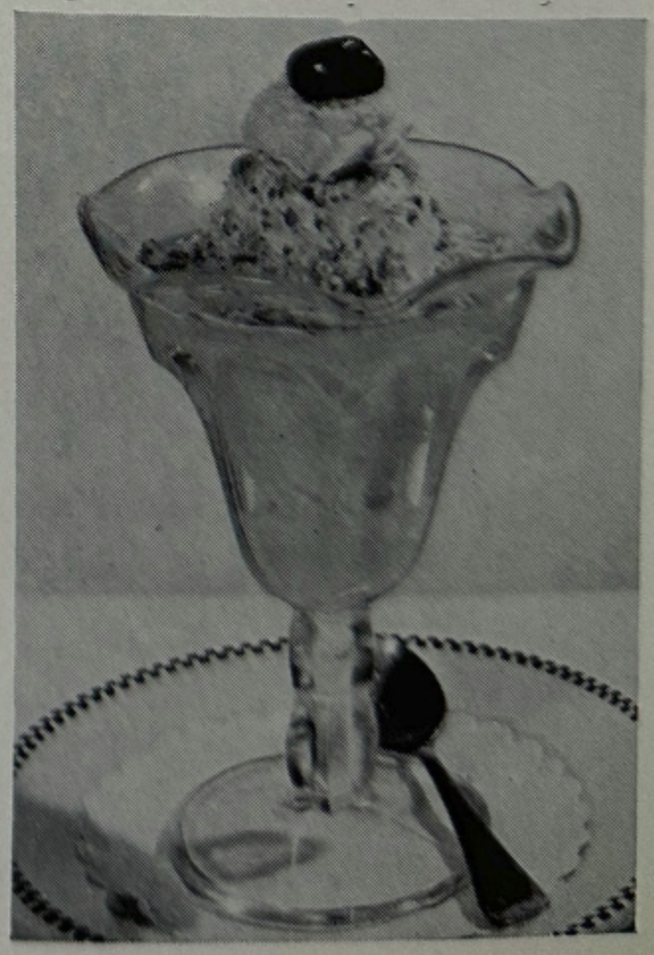
Serve usual recipe of chili con carne in soup bowl with individual glassine bag of crackers.



Cottage Cheese Salad
Potato Chips
Lettuce and Tomato Sandwich
• Sundae or Ice Cream Soda

Lay a lettuce leaf in center of a dinner plate. On this, place a No. 16 dipper of cottage cheese. Cover with a spoon of either French Dressing or Mayonnaise. For color—garnish with thin strips of green pepper and pimiento. Place one-half a lettuce and tomato sandwich—cut diagonally—on opposite sides of plate.

DISH of ICE CREAM
with Christmas Cookies
PIE A LA MODE
CAKE or PUDDING ALA MODE



using staple combinations

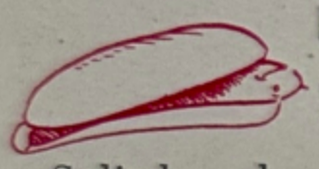
STORES. THE "BIG THREE" AT THE SODA FOUNTAIN, THE SUNDAE, THE ICE CREAM SODA, AND THE MILK SHAKE ARE THE BASIS OF ALL THESE SUGGESTIONS—THEY SELL THE LUNCHEON! USE THEM TO BRING PEOPLE IN TO BUY!



Egg and Olive Salad Sandwich
A Nut Sundae or Ice Cream Soda

12 Hardboiled Eggs • 1½ Cups Diced Celery
¼ Cup Thinly Sliced Stuffed Olives
½ Cup Salad Dressing
1½ Teaspoons Worcestershire Sauce
1½ Tablespoons Lemon Juice • Salt and Pepper

Remove shells from eggs. Chop eggs, but not too fine. Add diced celery, olives, dressing and seasoning. Season to taste with salt and pepper. Use two slices either white or whole wheat breaded, mayonnaise and a lettuce leaf on one slice—filling on the other slice. Cut into 4 diagonal pieces. Serve on dessert plate.



Frankfurter on Toasted Bun
• Sundae or Pie a la Mode

Split long buns lengthwise. Toast and spread lightly with butter. Insert frankfurter between two halves. Spread with mustard or relish.



ICE CREAM SODAS

Chocolate • Root Beer
Strawberry • Maple

FEATURE THESE COMBINATIONS WITH THE STAPLE ICE CREAM ITEMS SUGGESTED



Creamed Chicken or Turkey on Toast
• Ice Cream Soda or Cake a la Mode

Make creamed chicken or turkey in usual manner. Place a slice of toast on a salad plate. Cover with a generous spoonful of the creamed mixture. Sprinkle with paprika, and garnish with a sprig of parsley.

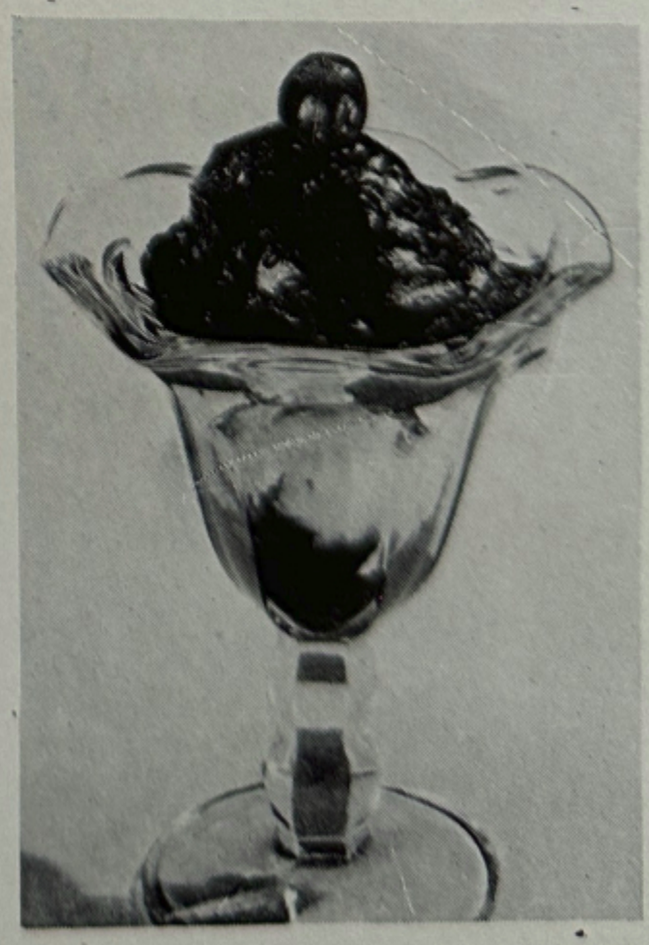


Baked Beans — Brown Bread
Cole Slaw — Ketchup
Sundae or Dish of Ice Cream with Cookies

On a dinner plate, lay two slices of Boston brown bread. Cover each slice with a generous portion of hot baked beans. Top each with a strip of bacon or a thin well-browned slice of salt pork. Serve a ramekin of ketchup on side of plate.

SUNDAES

Hot Fudge • Chocolate Nut
Hot Butterscotch • Fruit Salad
Strawberry • Fudge Nut




Coca-Cola
FRESH FRUITS

TECHNIQUES AND SERVICES

THE EFFICIENT AND PROFITABLE OPERATION OF A SODA FOUNTAIN IS DIRECTLY RELATED TO THE TYPE OF PERSONNEL EMPLOYED, THE SERVICE RENDERED AND THE MAINTENANCE OF NECESSARY EQUIPMENT AND ACCESSORIES. THE BEST EQUIPPED, MOST ATTRACTIVE SODA FOUNTAIN PLACED IN THE BEST LOCATION IN THE STORE WILL FAIL TO ATTRACT REPEAT CUSTOMERS UNLESS SODA DISPENSERS ARE PROPERLY TRAINED IN THE FUNDAMENTALS OF TECHNIQUES AND SERVICES.

Insuring satisfactory service requires soda dispensers who are courteous, speedy, accurate and efficient—dispensers who are taught to appreciate the necessity for cleanliness in their personal appearance and in their work routines. Nothing will alienate customers more quickly than soda dispensers who neglect the common requisites of hygiene, and fail to realize that sanitary service is essential behind the soda fountain.

The preparation of attractive and palatable Ice Cream combinations that help to build customer preference and boost volume sales is the result of a number of factors all of which must be observed and none of which can be ignored.

For instance, the preparation of a smooth milk shake with texture and body requires attention to the temperature of the milk, the condition of the mixing cup and the time required to mix an Ice Cream milk shake. This calls for exact knowledge on the part of the soda dispenser and also for equipment that is in good condition.

However the proper preparation of an Ice Cream combination does not complete a satisfactory service. The Ice Cream combination, in this case a milk shake, must be presented to the customer in correct serviceware without messy run-over and must be served by a smiling, courteous soda dispenser on a doily or doily covered plate with individually wrapped straws. In addition, everything about the soda fountain should be clean and sanitary including the uniform of the soda dispenser, and nothing should be present that would detract from the customer's enjoyment through any of the five senses—sight, smell, touch, taste or hearing.

So you see that satisfactory service (which is closely related to volume business and increased profits) requires thought and planning and involves all the operations behind a soda fountain from the observance of daily work routines, which contribute to cleanliness and efficiency, to the final smile and "thank you" given to the customer as he pays his check.

The careful observance of all the integrated, essential steps that are necessary in insuring customer satisfaction may seem too detailed and troublesome when the sale of just one item is involved, but successful soda fountain operators have found that planned and considerate attention to just those small details has paid ample dividends and won a profitable repeat business.

In the following pages you will find ideas, suggestions and directions which, when applied, will contribute greatly to the operation of a smoothly functioning soda fountain.

SERVICE...



1 THE GREETING Gracious service, and unfailing courtesy are two necessary commodities in the business of dealing with your fellowman . . . whether in a "one man" store or a mammoth business.

The cheery greeting and the sincere desire to serve with which a truly well trained person greets the customer makes a favorable impression far deeper than we realize. It is just as easy to be pleasant in approaching the customer—takes no more time and even the smile, so they tell us, is a more simple physical action than the frown.

Let the approach to *each* customer be pleasant. Smile and mean it!



2 THE APPROACH As soon as the customer is seated and has been greeted pleasantly—give him a menu and serve a glass of water and a napkin—unless the napkins are in a convenient counter napkin holder.

You may not be able to serve him at once—but the fact that you have noticed that he is there—and have brought menu and glass of water—will make him willing to wait until you can serve him.

If you find you can't take his order at once—say to him, "I'll be with you in just a few minutes" or a similar remark—so he will know you want to serve him as soon as you can.

When you bring menu, water and napkin to the newly seated customer you not only make him feel noticed, but you save your *own* time and effort—and avoid having to make several trips. It helps *you* as well as the customer.

Make your steps count!



3 THE ORDER Now you are ready to take his order—pad and pencil out—if you use that system at your soda fountain—if not, listen for his order. *In either case*, repeat the order to be sure you have it correct. This is a courtesy and also good business. It not only makes certain that you have understood the customer—it also helps fix that order in *your* mind; and avoids the waste and irritation of serving the customer the wrong thing.

Taking the order and repeating it accurately are further signs to the customer that here is a store which really *does* look after its customers' wants and tries to serve them just what they call for.

and a smile



4 THE SERVICE

Now comes the service . . . the Sundae, Ice Cream Soda, Milk Shake—or whatever the customer has ordered, is correctly made in the serviceware best suited to its appearance and formula and served correctly—ample portion but not running over—spoon, straw—or spoon and straw—served with it, depending on the order—set before the customer in a manner which delivers this message "Here it is, we've done our best to make it as you like it—we hope you enjoy it."

Again remember to have silver, etc., to complete the full service. This creates the atmosphere of thoughtful service and of efficiency trained personnel. It also saves the dispenser's time and steps.



5 THE SUGGESTION

If the first order of the customer was for soup or a sandwich, a salad, or some food of this type, there is a chance that he will be in a mood for something else to "top off" the first order.

Be alert for this, and as you see his order practically consumed, approach him with the suggestion of something more. Refill the water glass if needed and suggest the special of the day or something else which would be a good companion to what he has eaten. The larger the check average, the better the gross your soda fountain makes.

Many customers welcome suggestions. Even those who do not wish more, will not be irritated by suggestions if they are made pleasantly and without attempting high pressure selling methods.

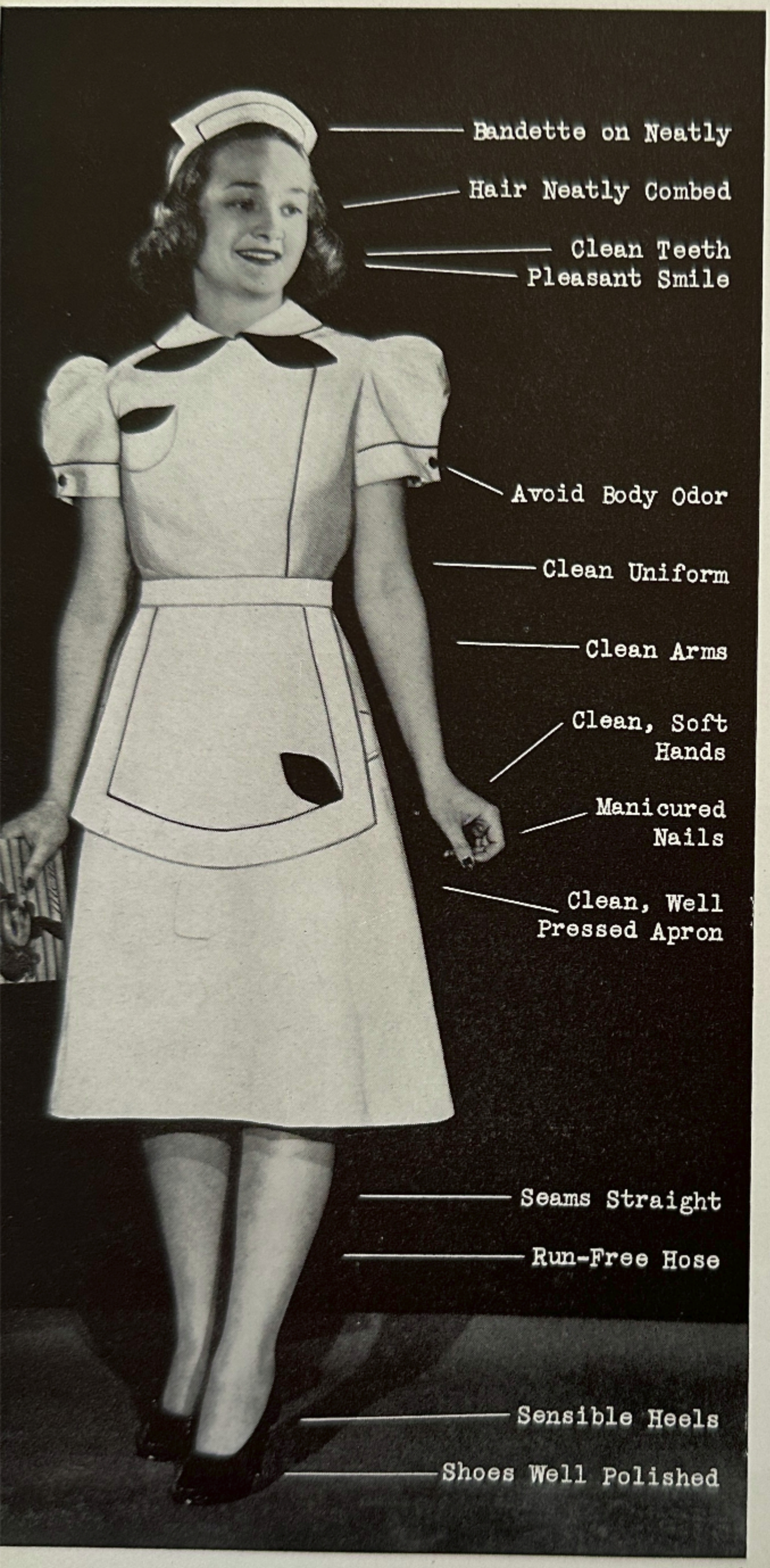


6 THE CHECK

Watch the customer and when he seems to be nearly finished go over to him and ask if he wishes anything more. If not, present the check at once.

Customers appreciate and enjoy prompt service and presenting the check promptly is part of that service. *Don't* make the customer wait for the check.

Serve it face down on the counter and be ready to accept payment as soon as the customer wishes to pay. If yours is a cashier store, be sure the customer understands this as you present the check.



it's up to you!

YOU HAVE TO DEVELOP YOUR OWN HEALTH HABITS, YOUR OWN CLEANLINESS ROUTINES, YOUR OWN STANDARDS OF PERSONAL APPEARANCE. NO ONE CAN DO THIS FOR YOU—BUT CAN ONLY POINT THE WAY, BY WHICH SUCH GOALS ARE REACHED.

The matter of health habits, personal hygiene and appearance, are subjects about which even your best friend is reluctant to speak to you—yet your future is often settled by the kind of appearance you make.

Particularly as a food handler, should you set yourself rigid standards and keep to them.

From head to toe—here we go in cleanliness suggestions:

HAIR WELL GROOMED—Not only presents a neat appearance—but danger of hair falling into food is avoided—net and bandeau keep the dispenserette's hair in place.

TEETH BRUSHED—Makes your mouth feel better—your breath more pleasant—adds charm to your smile—denotes pride in yourself.

CLEAN SHAVEN—Both for looks and feeling—yes you do feel cleaner when you *look* cleaner.

BODY ODOR—Body and dress odors are alike repulsive—the daily warm bath with plenty of soap, and the use of a deodorant assures you freedom of offending. The clean uniform completes your protection. Make *both your habit.*

WASH YOUR HANDS—Often—as food handlers you know the importance of protecting customers. It works both ways—for frequent hand washing can protect *you* against receiving as well as passing on infection. *Soap and water*—use them both.

WELL GROOMED NAILS—Again a health habit that works for you as well as *with* you—clean nails denote *care* on your part—helps customers feel that you are a safe preparer of their food.

THE CLEAN APRON—For the dispenserettes—clean trousers for the dispenser—help create the whole picture of cleanliness.

SHOES—Yes, last but not least—you need well fitting, well cared for shoes, low heels—and girls don't forget low heels mean less fatigue. They keep you fit through your hours of standing and walking. *Polished* and well cared for *shoes* are the final point inspection for creating the well groomed look.

You'll feel better—look better—and sell better if you groom yourself from top to toe, so that to every customer your appearance says "I'm proud to serve you, and proud to look clean because I *am* clean."

Body cleanliness affects not only our personal appearance, but has a decided effect on our alertness, efficiency, health and energy.

BATHING

Bathing often and regularly is the first step in body cleanliness. It not only helps wash away waste matter from the pores of the skin—but also refreshes one, and gives a feeling of being clean and acceptable in the eyes of associates.

TO KEEP CLEAN:

Take an all over cleansing bath using soap and warm water twice a week at least in cool weather, and daily if possible in warm weather.

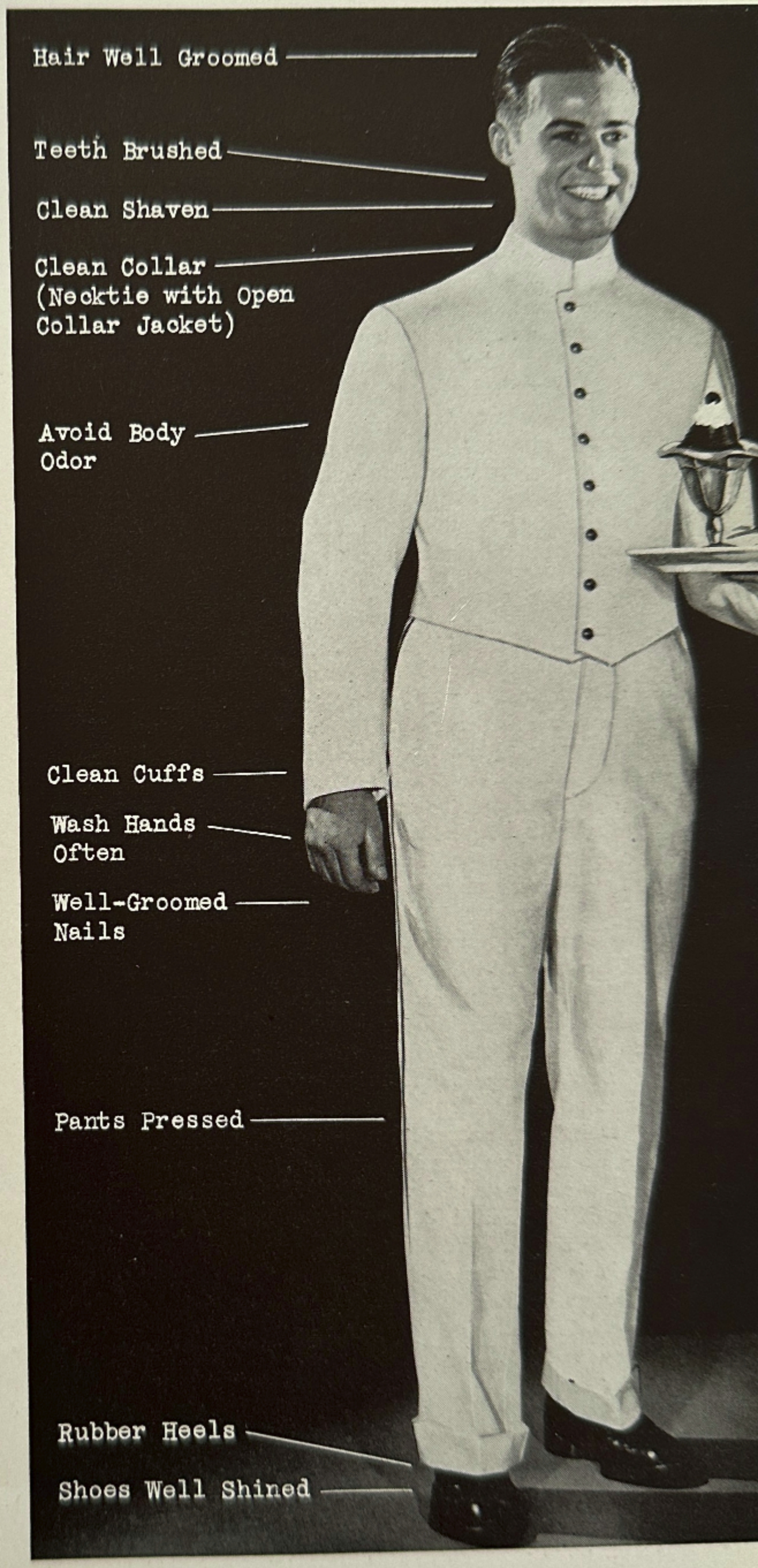
Daily, bathe with warm water and soap those parts of the body which perspire freely, and through which body wastes are discharged (underarms, feet, etc.). Use a deoderant under arms.

Wash face in morning, and clean before going to bed—oftener if necessary.

Wash neck and ears carefully *every* day.

Brush teeth thoroughly night and morning—see your dentist regularly.

Wash hands often—with soap and warm water—especially before eating, after going to rest room, before handling food.



HAIR

Hair grows out from the skin and really is a part of it—special care is needed to keep hair clean. No set rule can be made for washing hair, but at least every two weeks is not too often. For persons working in hot kitchens, etc., more frequent washing is usually necessary.

Good soap, or prepared liquid shampoo, lots of warm water, and plenty of rinsings, remove dust, dirt and oil from the hair and leave it clean. Daily (or oftener) brushing is valuable in keeping hair clean—as well as being good for the scalp.

For a man, hair should be kept cut and trimmed, neatly parted, and combed so as to lie smooth. Long hair, which easily becomes displaced, is not suitable for the male food worker. Wear a cap when on duty.

For a woman, well brushed hair, all snarls combed out, should be arranged simply and close to the head. Food workers look best with all hair under a net. This is also a sanitary precaution to avoid the chance of hair falling into food. Wear bandette when on duty.

HANDS AND NAILS

Food workers' hands which prepare and serve the customer's food, should be carefully guarded against dirt. If hands are soiled, or have been carelessly washed, germs may be carried to the customer on his food, or on silverware, glass or dishes which the food handler contaminates.

To be sure of clean hands, they should be washed often with hot water and soap, rinsed and dried on a clean towel. Paper towels are excellent, since they can be thrown away after use, thus avoiding chance of using a soiled towel or spreading infection. Hands should be washed before handling food or dishes in which food is to be served.

Be sure hands are clean, then keep them looking as nice as possible. Food handlers' nails should be kept short to avoid collecting germs and dirt under nail edge.

Don't bite nails. It is unsanitary and spoils the appearance of the hands.

Don't put fingers into mouth. If something sticky gets on hands, wipe off with clean damp towel—or wash off.

Use only pale nail polish. Vivid colors are not attractive on the nails of food workers.

Use a good hand lotion or cream to keep hands soft. This is important, as frequent washing tends to dry the natural oils in the skin, leaving it rough and cracked. Dirt or soil in these cracks is difficult to remove and the hands may look dirty, even though they have been carefully washed.

MAKEUP

Properly used make-up is advisable, but care should be taken in its use. Be sure the face and neck are clean before make-up is applied. Then use rouge and powder enough to give a natural color, avoiding the artificial appearance which too much make-up gives. Remove excess powder, so that skin looks smooth and not caked.

Lipstick should also be used with care, if at all—again to present a natural appearance. Mascara should be avoided while on duty.

Perfumes and highly scented powders should not be used. If the daily bath has been taken, and clean clothes are worn, strong perfumes are not needed. They are distasteful to many customers.

CLOTHING

Clothing should be suitable to the work being done. Most food handlers wear uniforms which are easily laundered, and employers keep a sufficient supply, so that these can be changed often enough to be kept clean.

Cotton uniforms, either white or tubfast color, are the best choice. Cloth absorbs the odor of foods, and this can best be removed by frequent thorough washing. White cotton retains its fresh appearance even after repeated tubbings and many colors also prove practical.

Clean under clothing is also necessary, A clean uniform may cover up a dirty under garment, but won't hide the odors it carries.

Look clean and be clean. It gives a person pride, and self confidence which helps a lot in the road to success.

SHOES

Soda fountain and Ice Cream department workers spend most of their working day on their feet. So the feet deserve special care and attention.

Choose shoes with care. An oxford type shoe gives best support to the feet, and one with a medium heel should be chosen by women workers. High heels tire the feet and may cause accidents through slipping, etc. Choose shoes which are easily cleaned and keep them cleaned and polished—both for appearance and to prolong the life of the shoe. If possible, have two pairs of work shoes, and wear on alternate days. Black or white are usual color choice for shoes for soda fountain or Ice Cream department workers. Watch heels of shoes and have them repaired before they get "run over." This not only helps prolong the life of the shoe, but safeguards the feet, since runover shoes throw the feet out of alignment and may cause excess foot fatigue and pain.

Stockings should be kept clean—worn only once and then laundered since a great deal of body waste is thrown off through foot perspiration. Stockings will last longer if washed after each wearing and allowed to dry thoroughly before the next wearing.

HEALTH REGULATIONS

Be sure you are familiar with health regulations in your community and have fulfilled the requirements for food workers under these laws.

Be cheerful, smile easily, be quiet and neat, give quick and accurate service, be courteous but not intimate with your customers, be punctual and regular, be honest and dependable, don't interfere with your co-workers.

PROTECT your uniform

PREVENT THESE HAZARDS THAT SHORTEN THE LIFE OF YOUR UNIFORM

PERSPIRATION Use underarm dress shields, anti-perspirants or deodorants to combat the damaging effect of perspiration on your uniform. All anti-perspirants and deodorants *MUST* be used exactly according to directions on the package. They are chemical preparations and some of them can be very injurious, not only to your skin but to fabrics, if they are used incorrectly.

INCORRECT FIT Select your proper size—uniforms should be comfortable but not baggy and above all not too tight. Tight fit puts extra strain on the garment and results in pulled seams, loose buttons and ragged buttonholes.

CHEMICALS Many cleansing powders and fluids, germicidals, deodorants and other compounds contain chemicals harmful to uniforms. Even though you are careful, they sometimes spot your uniform. When that happens, rinse the spot immediately, and continue until you are satisfied the chemical is out.

SNAGS Beware of sharp edges, corners, loose nails and splinters—they cause rips and tears.

PINS and NAILS Hanging your uniform on a nail is harmful in three ways: it wears holes at the back of the neck, causes unsightly rust stains and pulls your uniform out of shape.
Don't pin the garment unnecessarily. Continuous pinning in the same spot makes holes quickly.

RUBBING Threadbare and frayed edges on uniforms spoil your appearance. Don't rub or lean against counters and tables.

HEAVY DIRT To cheat dirt—wear a big apron for protection.

STAINS Avoid heavy soiling and staining. Strenuous laundering and stain removing processes may cause premature weakening of the fabric. Many stains permanently injure cotton materials. Rinse out stains with cool water before they have time to "set".

POCKET ABUSE Uniform pockets are just so big. Large sales books and cards just won't fit into pockets too small to receive them. Pencils, nail files and sharp fingernails will cut pocket stitching. Pockets on freshly starched uniforms should be opened carefully.

ZIPPER ABUSE Don't open zippers with a ripping motion—use the "puller". In closing, be careful not to catch threads or material between the teeth. Careless treatment damages the fabric and jams the zipper by bending the teeth out of line.

personality

THE MEASURE OF A MAN

If you want to take the measure of a man, measure his personality. If you're curious as to why Smith is a success and Jones a failure put both men under a mental microscope and examine their inner workings. Search out the personality of each.

"But," you say, "personality is an intangible thing. You can't lay your finger on it as you can on a man's flesh. You can't test it as you can a handshake. It's something vague, something indefinable."

Intangible?—No. Don't be fooled. It isn't. It's as definite and discernible as Smith's cheery smile when he's talking to you. It's as concrete as the honest understanding and sympathy with which he listens to your tale of trials and difficulties. As real as his tolerance with other people's mistakes, as certain as the unselfishness which prompts his every act and as genuine as is his concern for other people's happiness.

There's Smith under the mental microscope. That's his personality.

Jones, the failure, has a personality, too. But where Smith is cheerful, Jones is morose. The world's against him and he knows it. He never fails to let you know about it also. Where Smith is sympathetic, Jones is unresponsive. His looks and actions tell you to keep your difficulties to yourself. He has enough of his own.

As for tolerance, unselfishness and a regard for the happiness of others . . . well, Jones' narrow little world is too small to encompass those virtues.

Do you still wonder why Smith is a success and Jones a failure? It's obvious, isn't it?

TAKE TIME TO BUILD

Why anybody should plod through life saddled with a Jones personality when a little time, perseverance and thought will develop a truly beautiful and gracious personality is beyond comprehension. Certainly the tangible rewards in friendship, esteem and success are worth the effort involved. Look about you in your daily life if you need convincing. See for yourself the real rewards of a pleasant personality.

Salesmen, especially, need the appeal and the ability to win friends that come with a warm genuine personality. Working very day, as they do, in close contact with scores of people, this vital quality is part of their necessary equipment. Only if they sell themselves can they sell their product. If you've ever met a rude, impatient, thoughtless salesperson you know that he has as much chance of succeeding as a fish has of surviving on land. It would be better for him to quit his job and start digging ditches. Doing that he may accomplish something. As a salesman without a winning personality he never will.

Let's dissect the personality of a successful salesman and see if we can't discover the qualities inherent in his make-up which enable him to succeed.

CHEERFULNESS

First, there's cheerfulness. There's an ancient saying but a true one: "Laugh and the world laughs with you, cry and you cry alone." There's too much sadness and sorrow in the world these days so brighten up your face and put a sparkle in your voice. There's nothing so invigorating as the impact of a bright smile and nothing so heart warming as the sound of a friendly greeting.

Customers want to know they're welcome in your place of business. They want definite outward evidence of your friendliness. Of course they're in your store to buy something but if you show them that you're genuinely glad to see them for their own sake they'll enjoy their visit so much more. And in appreciation of your genuine cheerfulness and good fellowship they'll *probably buy more than they had originally intended.*

SYMPATHY AND UNDERSTANDING

Second, there's sympathy and understanding. Are you a good, honest listener? Customers so often want somebody to talk to and salesmen offer a ready made opportunity. People appreciate anybody who's willing to give of their time to listen to personal difficulties, ambitions, hopes, successes.

That's part of a salesperson's business, one of his most valuable working tools. If he establishes a personal basis of contact over and above the article he is trying to sell there'll be no difficulty when the time is reached for closing the sale. By that time he'll have become almost a friend to the customer and you don't usually refuse a friend.

If you can acquire a natural human sympathy and a deep understanding that instinctively reaches the heart of the customer, who appreciates such rare qualities, you need have little worry about your success as a salesperson.

TOLERANCE

Then there's the matter of Tolerance. Customers are people and people aren't perfect. If they were earth would be Heaven, we'd all be Angels and there'd be no sales to



make and no point in writing about personality. Since people aren't perfect a good salesman with the proper personality will recognize the fact and make allowances.

Some people, unfortunately, are opinionated, narrow, prejudiced, selfish, unkind and quite often rude. Not all, you understand, but some. And since the law of averages is a working phenomenon in this world, salesmen are certain to come into contact with some of those people as customers.

That's when the inherent quality of tolerance, an important part of the salesman's personality, will probably be stretched to the breaking point. But if it's firmly implanted in his nature he'll weather the storm. Unreasonable outbursts of anger, opinions flaunted with consuming arrogance, nerve straining displays of selfishness and unkindness, and quite often an outright boorish rudeness will be adequately met wth the strong shield of tolerance which a good salesperson always carries in front of his heart.

Quite often a customer's unreasonableness will place a tremendous strain on a salesman's self control, but if he has steeled himself with the armor of tolerance his chances of coming through unscathed are excellent. He also has the personal satisfaction of having risen above petty emotions and the knowledge that he can "turn the other cheek" when the occasion demands.

UNSELFISHNESS

Complete unselfishness is a rare quality. It's the very heart and core of a well balanced personality. A gem so radiant that its possession is worth eternal pursuit. A selfless person is a kind person, an understanding person, a generous person. Unselfishness automatically insures the possession of all the other traits required in a rounded personality. A person who is unselfish *can't* be unkind or unsympathetic or intolerant or forgetful of the happiness of others.

It's a virtue so outstanding that it can't help but bring returns in happiness and successful living. Since living is a process of associating with other people and since unselfishness is predicated on a true regard for other people's rights and happiness then a personality motivated by unselfishness will be recognized and rewarded for the pure, rich, warm, selfless, virtue it is.

BUILD THE BEST YOU CAN

Possibly no man can attain all the facets of a well-developed personality in their highest degree. But every man can strive for a measure of perfection in each one knowing that as definite goals along the route are reached his task becomes so much easier.

It's up to you.

The qualities which make a man's personality determine the measure of his success. No one can develop your personality for you—you build it yourself, day by day. Everyone has a personality working *for* or *against* him. Whether yours will be an asset or a liability is up to you. You, alone, can decide whether success will be yours.

Truly, personality is the measure of a man.

YOU IN PERSON



BE FIT—for your job—ready to go. This means the *you* underneath that clean crisp uniform. Your feeling of well-being makes all the difference in the world in the way you can do your work—meet your customers—cooperate with your fellow soda dispenser to keep things moving well. Health habits help make you feel fit: Proper food—frequent baths—clean comfortable clothes—attention to the details of good grooming—they count for you.

LOOK FIT—with hair, teeth, nails all showing result of care. See that your uniform fits well—is not torn or ragged—cap or headdress clean and in place. If you wear an apron, be sure it is securely tied—bow to the back. You are important—be proud of your appearance.



HAND WORK. Your hands are in evidence and in use in every order you fill—every task you do. They should be clean—and kept clean. You'll have to have them in and out of water a dozen times a day. Protect them with a soothing hand lotion—used when convenient. Skillful hands are an asset. Train yours to make Ice Cream combinations with eye and taste appeal—*but* keep them out of the foods you serve.

"FOOT WORK"—for the prize fighter—"stance" for the golfer—count in making champions. Important for you, too—to stand and walk correctly. You'll find fatigue is thus lessened—your actions are smoother—more rhythmic—work goes easier.

Pick out good shoes that fit well—oxfords with sensible heels support and help overcome foot strain. Have two pairs of work shoes—wear one pair one day, the other pair the next—provides more comfort—prolongs shoe life.

HEAD WORK—First thing most people notice is the other fellow's face—and head. Let your face show friendliness as well as cleanliness; your hair properly combed and protected for your work. A dirty cap or headdress tells a little story of carelessness; be sure yours doesn't tattle the wrong thing. Remember in your work—use your well-groomed head to plan so that you save your own and your customers' time—and get work done *easier*—with less effort.

YOUR WORK. On-duty time is work time. It's the time your employer has bought from you. Give him good value for his money. Help the work at the soda fountain move along by cooperating with other soda dispensers, to keep up on the many little tasks which make the soda fountain always ready for

service. Teamwork wins games and championships. It can make yours an outstanding soda fountain, and make you respected and appreciated by your fellow workers. Work well done brings satisfaction to the worker, the employer and the customer. Remember, you're working with your boss—not for him.

YOUR FRIENDS. "A man," said a wise old philosopher, "is known by the company he keeps." Need we say more? You may think your off duty time is your own, but how you spend it—and with whom you spend it, reflects in your work and your reputation—and may also count for or against the prestige of the store.

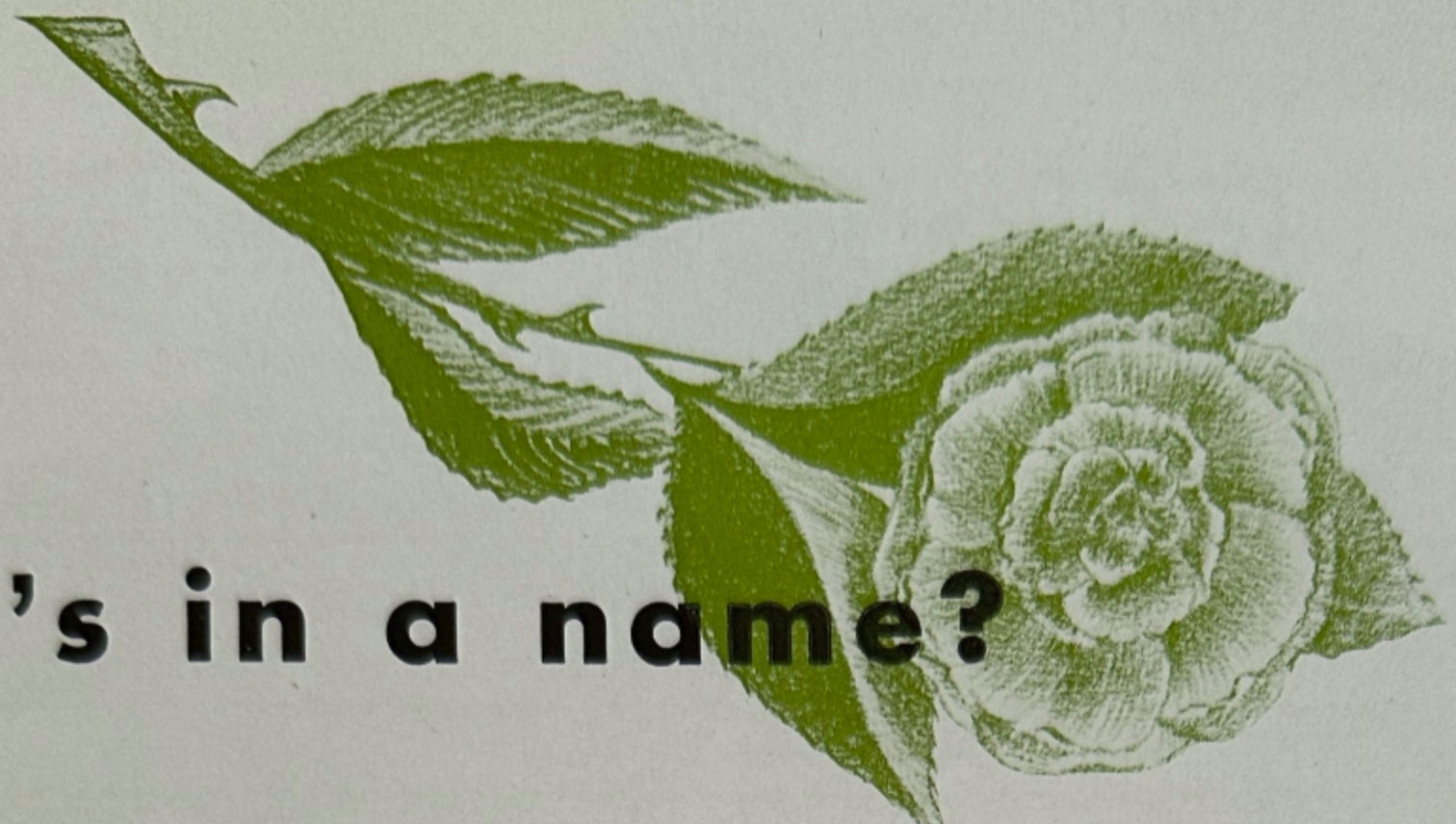
RECREATION. Because your job keeps you indoors, plan part of your playtime outside. Lots of things to do most of the year—in most places. Get your share of outdoor fun to keep your working hours happy too, and keep yourself physically fit.



personality test

Use this chart for a personality check. A score of ninety indicates a well rounded personality. If you rate lower than sixty your personality needs retouching.

		YOUR SCORE	PAR
FOOD:	Enough of a well balanced diet?		5
SLEEP:	Eight hours regularly?		5
EXERCISE:	Keep in good physical condition?		5
DRESS:	Are you painstaking in regard to your personal appearance?		5
HYGIENE:	Care of scalp, teeth, throat, nose, hands, fingernails?		5
SPEECH:	Can you express your ideas clearly, effectively, and convincingly?		5
MEMORY:	Do you make an effort to remember names, faces, and personal traits about the people you meet?		5
SOCIABILITY:	Do you get along well with people? Are you a good listener—not opinionated?		5
ENTHUSIASM:	Do you impress others by your belief in your merchandise?		5
PERSEVERANCE:	Do you stay with a job until it's finished?		5
SELF-CONFIDENCE:	Do you have the complete knowledge of your products that makes for self-confidence in selling?		5
OPTIMISM:	Is your philosophy "yes"—not "maybe"?		5
AMBITION:	Do you have the will to improve yourself—not just merely a vague hope?		5
INITIATIVE:	Are you a self-starter, or do you have to be pushed? Do you accept responsibility?		5
TACT:	Are you thoughtful and diplomatic in your relations with other people?		5
CLEAR THINKING:	Do you discriminate between more important and less important things?		5
HONESTY:	Are you honest and fair with yourself and with customers, friends and competitors?		5
RELAXATION:	Enough of the right kind—but not overdone so that it becomes laziness?		5
PERSONAL FINANCES:	Are you living within your means?		5
HOME SITUATION:	Are your relations with your family happy and peaceful?		5
	TOTAL:		100



what's in a name?

So you're a Soda-Jerker, are you?

Cute name, that. Look it up in the dictionary. See what Webster says about it. What? You can't find it? Of course you can't because Webster never recognized the name. You took it for yourself. You grabbed it out of thin air. You wanted to tag yourself, to give yourself a label, so you thought and thought and suddenly came up with Soda Jerker.

Mighty proud sounding name . . . Soda Jerker! Or isn't it?

What does it mean? Of course Webster doesn't give a definition but there *is* one all the same. The definition is written clearly in the minds of the customers you serve when they hear the name "Soda Jerker". It's not complimentary, that definition. It's not pleasant to hear. But it's there. And as long as you think of yourself as a Soda Jerker, as long as you loudly publicize that obvious misnomer, just so long will your customers continue to silently repeat the definition that crosses their minds when they hear the word.

What is that definition, you say?

Well, running through a customer's mind it goes something like this: Soda Jerker. Soda—fine. Jerker—ugh! Jerk! Halfwit. Moron. Stupid, silly individual who couldn't add two and two and get four. Jerk! Shameful name! Disgusting name! Revolting name! Jerk . . . a fool, a clown, a dunce. Jerk . . .. somebody without sense enough to come in out of the rain.

Jerker! Well, the definition of a comic on parade could go on forever.

Soda-Jerker! Aren't you proud of that now!

But here's the rub. Here's what makes it hurt. It wouldn't be so humiliating . . . it wouldn't be so aggravating if the name was deserved . . . if the work you did warranted the disgrace of such an odious name.

But it doesn't. Absolutely not. Look here. Page through this book you've got in your hand. See those Ice Cream Sundaes, those milk shakes, Ice Cream sodas, parfaits, freezes, frappes, etc. Take a good look at them.

Now tell me. Tell me honestly.

Do you think a dunce, a moron, a fool, a stupid, silly, brainless halfwit could create anything as exquisitely perfect as the Cherry Berry Banana Split? Do you think a *Jerk* could achieve the faultless design and the perfect blending that go into the creation of an Oriental Parfait?

Those dishes are Works of Art! They're as perfect in their line as is the powerful, low slung, beautifully streamlined Packard automobile in *its* line. Just as it took the foremost aviation designers in the world to create the symmetry and speed of the Lockheed P-80 jet propelled Shooting Star, so it takes a finished craftsman and a unique artist to mold and bring to life the matchless beauty and tempting appeal of a Banana Royal.

IT'S CERTAINLY NO JOB FOR A JERK!

You don't hear Doctors calling themselves "Pill-Pushers". You never heard a Dentist tell you he was a "Tooth-Puller". No. And if you had any sense you'd never refer to yourself as a Soda-Jerker!

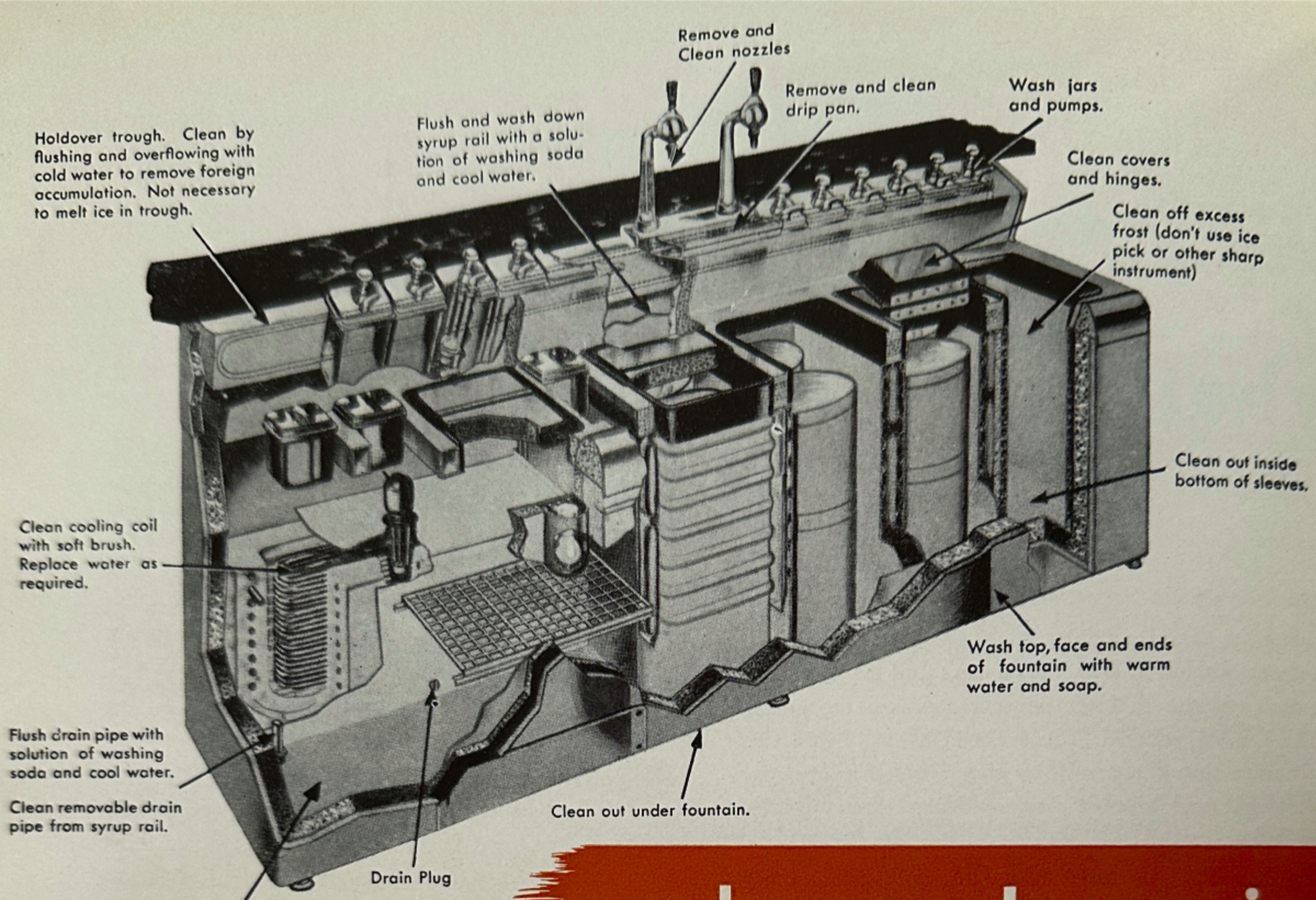
Names carry weight. Names can tag and label a person beyond hope and beyond recall. There's an old proverb which says, "He that has an ill name is half hanged".

So pull yourself out of the noose that's around your neck. Get wise. Throw that name Soda Jerker into the ash can for good. Do that and your customers and the public will follow suit. The foul taste will be erased from everybody's mouth.

You're a Soda Dispenser.

Get that.

A S-O-D-A D-I-S-P-E-N-S-E-R!



housekeeping

Both the inside and the outside of the soda fountain need a continuous and regular routine for cleaning and upkeep. There are two reasons for this:

1. A spotless outside appearance has definite customer attraction as well as being essential from a sanitation standpoint.
2. Keeping the interior clean is not only important from a sanitation standpoint, but definitely extends the life of metal linings, etc., by retarding corrosion.

TOP SLAB. Keep clean and shining, as this is important in creating a favorable impression on the approaching soda fountain customer. Wash the slab with mild soap and warm water and then give it a good coat of wax. Caution: Do not use any grit or abrasive cleaning powder on the slab. Keep dry—wipe up spillage immediately after clearing used service ware. Keep slab joints, particularly on wood and synthetic counters, filled with seam filler. This prevents moisture from penetrating the counter slabs. Do not place excessively hot pots or dishes on slabs. This prevents burns and rings which are difficult to remove. Linoleum slabs and steps must be washed and waxed weekly.

THE COUNTER is the show window of the Ice Cream Department. Wash and wax the counter just as you do the top slab. Rewax when necessary—usually once a month. Porcelain panels may be cleaned with Bon Ami or a similar cleaner.

EXTERIORS usually made of stainless steel or porcelain, are not attacked by fruit juices and syrups, and can be easily kept clean by wiping with a damp cloth and washing with warm soapy water. Don't use scouring type cleaners on nickel, silver, chrome or stainless steel.

KEEP CLEAN TOWELS on hand, as a greasy cloth or dirty towel will leave streaks on the surface and is not sanitary. Keep towels handy, and use frequently to keep counter shining. Change towels when soiled.

ICE CREAM SECTION. Sleeves or wells in which Ice Cream cans are kept should be free of hard Ice Cream deposits both on the sides and bottom. Remove frost accumulation around the top of the sleeve with a stiff brush or spatula, *never an ice pick or a sharp pointed knife.* Clean the sleeve when empty Ice Cream containers have been removed. This prevents frost and brush bristles getting into the Ice Cream. Do not drop Ice Cream cans or containers into the wells.

Bakelite covers should be cleaned with warm water and soft cloth. Mild soap such as Ivory may be used if necessary to remove dirt. Never use scouring powder or strong

soap. Always dry thoroughly.

It is especially important that the under side of Ice Cream covers be wiped with a damp cloth, with special attention to joints and hinges. Caution: Do not immerse Ice Cream sleeve covers in water for the lining of the cover may thus be ruined.

SYRUP RAIL AND PUMPS. The syrup rail should be washed out at least once a week using lukewarm water with mild soap if necessary, then thoroughly rinsed with cool water. Never put hot water directly into the syrup rail. It might injure the entire fountain refrigerating system.

Dry syrup rails should be flushed with cool water several times a week, using a small piece of rubber hose. The drip plate should be removed twice a week and the top plate taken out in order to wash out this whole assembly. The drain pipe or trough which carries away the water from the drip plate should be cleaned at least once a week by pouring a mixture of hot water and dissolved bicarbonate of soda into the plate slowly, allowing the solution to run through the pipe. A soft brush helps in this cleaning operation by freeing any formation on the pipes. Syrup pumps should be flushed out at least twice a week by placing the pump in a sink containing clean, hot water and pumping the water through the pump spout. Cream and milk pumps should be thoroughly washed and cleaned daily. Cool the pump with cold water and drain all water from pump before replacing in the jar. Handle pumps carefully to prevent damage. Always wash and sterilize syrup jars between fillings. The syrup jars, crushed fruit jars and covers should be washed and cleaned with hot soapy water between each filling, and at least once a week. Rinse, dry and cool before refilling and replacing.

WATER COOLING SECTION. If foreign matter collects in the water cooling section water bath, it should be flushed out. It can be floated off by adding cold water through a piece of rubber hose and floating off the material so that it will pass out the main drain. Any surface formation on the cooling coils should be removed with a soft bristle brush. The water bath should just cover the top of the coils. Scoop off any excess with a dipper or drain out through the main plug. When changing the water in this compartment, remember not to do so near busy periods. Late night is the best time or early morning. Two tablespoons of bicarbonate of soda added when water bath is changed helps keep it sweet.

DRY STORAGE SECTION. The dry storage compartment should be flushed and washed out once a week. Wash the sides and bottom with a cloth dipped in a solution of warm water and bicarbonate of soda to sweeten and eliminate odors from the compartment.

DRAFT ARMS should not leak. If tightening the take-up screw will not stop the leaking, replace the tumbler and washer. Instructions for this will be supplied by the manufacturer of your soda fountain on request. Remove draft arm nozzle frequently and wash it inside and out.

STOOLS should be washed frequently with soap and water from the floor right up to the top of the stool. It is advisable to occasionally apply a little oil to the underside of the stool so that it turns easily and silently. Clean leather seats with saddle soap.

WORK BOARDS and metal drainboards should be cleaned, dried and polished daily. If this is made daily routine, boards can be kept in perfect condition with very little effort. Refuse chutes, running water dipper wells, and rinsers should be cleaned frequently to avoid any chance of the development of unpleasant odors. Keep glass rinsers free of straws, paper and cigarettes to avoid clogging the drain.

SALAD REFRIGERATORS should be kept clean and sanitary at all times. Each night all salad jars should be taken out of the top section and stored with contents in the refrigerator compartment or refrigerator. The compartment on top in which the salad jars are placed should be washed out thoroughly with a cloth and cold water and the top openings where the jars set should be covered up or the hood closed down, so as not to allow heat leakage during the night.

the soda fountain . . . .

CARE OF ICE CREAM WELLS. In the course of a few days Ice Cream dipping, particles of Ice Cream are bound to fall off the dipper. These freeze fast to the side wall or bottom of the well or sleeve and stay there unless removed by the soda fountain operator. You can easily see that these food particles, even under refrigeration can create an unsanitary condition if left on the walls of the Ice Cream well.

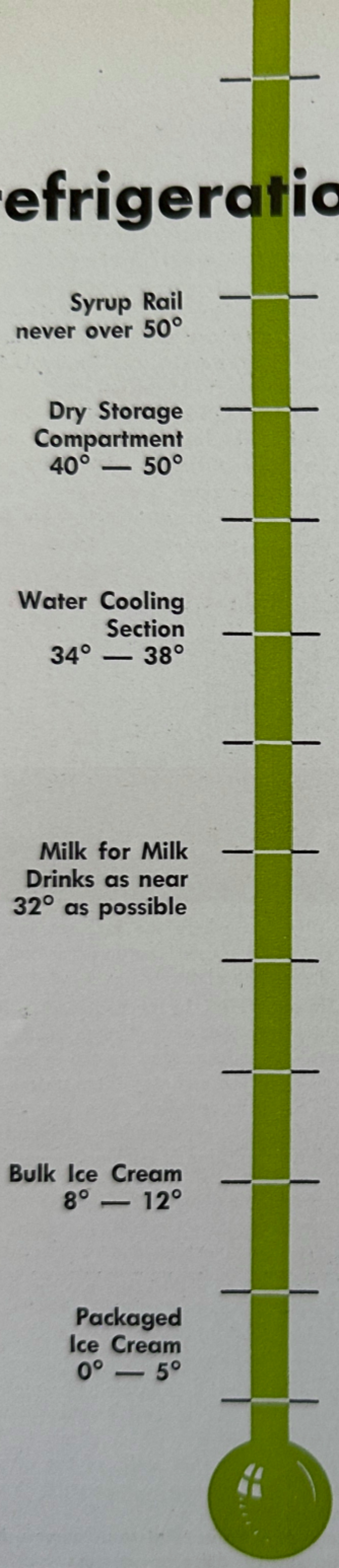
When checking routines for cleaning, be sure soda dispenser removes all spillage in Ice Cream wells or sleeves, while removing frost.

OUT OF SIGHT. The out of sight spots are the most neglected. Make thorough cleaning of floor, floor rack, and under fountain area a part of every day routine.

DON'T FORGET THE DIPPER WELL if your dipper well is supplied with running water, it is easier to keep clean —but even this type needs to be well scrubbed daily at least. The fat from Ice Cream which clings to Ice Cream dippers forms a coating on walls of the dipper well and needs hot water and soap to remove it. Rinse thoroughly after cleaning.

For dipper wells without running water, change water often. *Clean well* thoroughly daily or oftener as needed.

refrigeration THE LIFE LINE OF THE SODA FOUNTAIN



The refrigeration system is the lifeline of your soda fountain and special care should be taken to keep it in perfect working condition. A breakdown in your "lifeline" will mean considerable loss to you in time and profits.

Periodic inspections will insure against a "dead" refrigeration system and prevent heartbreaking loss in spoiled foods and melted Ice Cream.

Four parts of your soda fountain need at least a daily refrigeration check with a thermometer. They are:

1. Ice Cream Compartment—If your Ice Cream compartment is divided into two parts you should maintain a temperature of between 0-5 degrees Fahrenheit in your packaged Ice Cream section and a temperature between 8-12 degrees F. in your bulk Ice Cream section. If you don't maintain proper and uniform temperatures you are minimizing your profits. Too soft bulk Ice Cream will not yield as many dips per gallon as Ice Cream kept at the required uniform temperature.

Since the composition of Ice Cream varies slightly in different parts of the country it is well to consult your Ice Cream salesman for his recommended holding and dipping temperatures.

Soft Ice Cream that is *rehardened* loses some of its texture and flavor and develops icy particles. Serving such Ice Cream will lose you those customers who recognize and demand quality in the Ice Cream they eat.

Keeping the lids of your Ice Cream wells closed when not in use will help you maintain satisfactory temperature, and assist in keeping your Ice Cream from getting too soft.

2. Water Cooling System—In order to keep the carbonated drinks you dispense zestful and tangy—drinks your customers will enjoy and come back for again—you must keep your water at a temperature between 34-38 degrees Fahrenheit. Without adequate refrigeration the water becomes warm and carbonation rapidly escapes. Poorly carbonated water makes a flat and tasteless drink—a drink that neither looks good nor tastes good. If you want to capitalize on the cold sparkling drinks that attract customers and boost your sales take special care in checking the temperature of the water daily or oftener with a thermometer.

Don't allow draft arms to drip. Dripping draft arms waste cold water and reduce refrigeration.

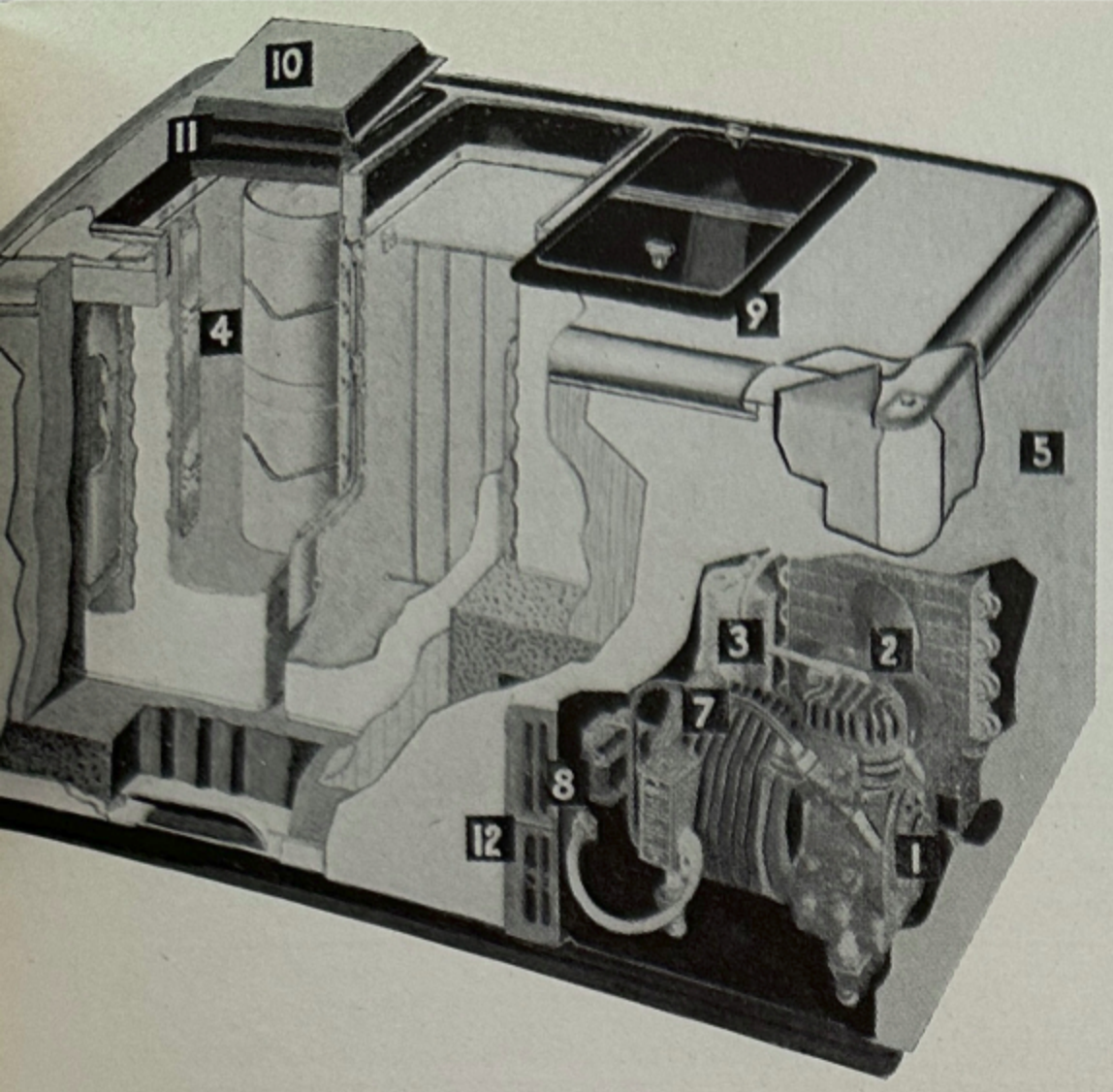
3. Dry Cold Storage Compartment—Since you use your dry cold storage compartment for milk and other foodstuffs the temperature should be kept between 40-50 degrees F.

Remember though, the milk used in making Milk Shakes should be as close to 32° F. as possible to insure the greatest aeration, a factor in producing quality Milk Shakes.

4. Syrup Jar Rail—The refrigeration system is located just below the syrup jars. The proper temperature is between 20-30 degrees cooler than the temperature of your store but should never exceed 50° F. Remember that warm syrup increases the danger of spoilage and syrup too cold is hard to pump resulting in a lack of uniformity in servings.

To insure the satisfactory service that transforms occasional purchasers into steady customers and to prevent the unnecessary spoilage that can cut deeply into your profits it is advisable to protect yourself by protecting your "lifeline".

Check refrigeration daily with a thermometer.



CARE OF ICE CREAM cabinets

It has always been good business to keep your cabinet in repair and in good working order. The following suggestions are given to enable you to keep your cabinet in working order, avoiding the mistakes which shorten the life of this important piece of equipment.

The above sketch of an Ice Cream cabinet has numbered on it various points which you need to check regularly to keep your cabinet functioning efficiently. The exact location of some of these points may be slightly different depending on the make of cabinet you are using, but similar points will be found on all cabinets and should be watched.

1. OIL MOTOR—Once a month drop oil into the oil holes of electric motor.

2. CHECK FAN BELT—If belt is frayed, replace or repair.

3. CLEAN CONDENSER—The condenser, located in the machine compartment is designed to cool the refrigerant so that the unit will operate efficiently. If dirt or lint is allowed to collect upon the condenser the result will be higher operating cost and shorter life for the unit.

The condenser can easily be inspected and cleaned by removing the grill at lower corner of the cabinet and using a brush to remove any dirt or lint that may have accumulated upon the condenser surface.

Do not allow any material to be placed in front of condensing unit grill, as this will restrict free flow of air over the condenser.

4. DEFROST FREQUENTLY—Frost and ice even one-fourth inch thick on the cabinet walls become an



insulator against refrigeration. Motor then runs longer and uses more power.

5. PRESERVE EXTERIOR FINISH—Clean the cabinet, top, chamber guards and lids. This preserves the finish and prevents corrosion. Wash cabinet exterior frequently with mild soap and water or warm soda solution.

6. DEFROSTING—Use stiff brush or round-edged spatula for defrosting. Never use an ice pick.

7. WIRES—When electric cord covering wears thin repair immediately. Short circuits damage motors and frayed cords may result in injuries to employees.

8. TEMPERATURE CONTROL—Call your cabinet supplier for any temperature control adjustments.

9. RUBBER SEAL—Avoid slamming lids—prevent breaking the rubber seals at the bases of the lids. Any lid not properly sealed admits warm air and taxes refrigeration.

10. CABINET LIDS—Bakelite covers should be cleaned with warm water and soft cloth. Mild soap such as Ivory may be used if necessary to remove dirt. Never use scouring powder or strong soap. Always dry thoroughly. It is especially important that the underside of Ice Cream cabinet lids be wiped with a damp cloth and special attention paid to joints and hinges. Make certain to keep Ice Cream covered when cleaning lids to prevent water from dropping into Ice Cream.

11. LOOSE SCREWS—Tighten all loose screws frequently.

12. GRILL PLATES—Prevent accidents or damage to motor. Keep grill plates in place.

GENERAL HINTS

CAUTION—always pull switch before starting inspection.

A. When Unit Won't Run—check to see if the service cord plug is engaged properly in the wall receptacle. If properly engaged then check the branch circuit fuse block for a blown fuse. If a blown fuse is found try to determine the cause of overload or short circuit.

B. Noisy Unit—This may be caused by the cabinet not being level or the floor being too weak. Annoying vibrations will result. Levelling may be done with shims. Check with a spirit level. If the noise continues after levelling has been accomplished call your service man immediately.

C. Unit Runs Too Much or Runs All The Time—Call your service man promptly explaining the difficulty.

D. Ice Cream Too Hard or Too Soft—Don't try experimental repairs. Call your service man. He'll be able to trace the trouble.

clean equipment . . .

OFTEN AND THOROUGHLY . . . CLEAN SANITARY CONDITIONS BUILD SALES AND CUSTOMER GOOD-WILL

Cleanliness is a watchword at the soda fountain. Health regulations are becoming increasingly strict and customers demand the best in sanitary practices at the soda fountains where they eat and drink.

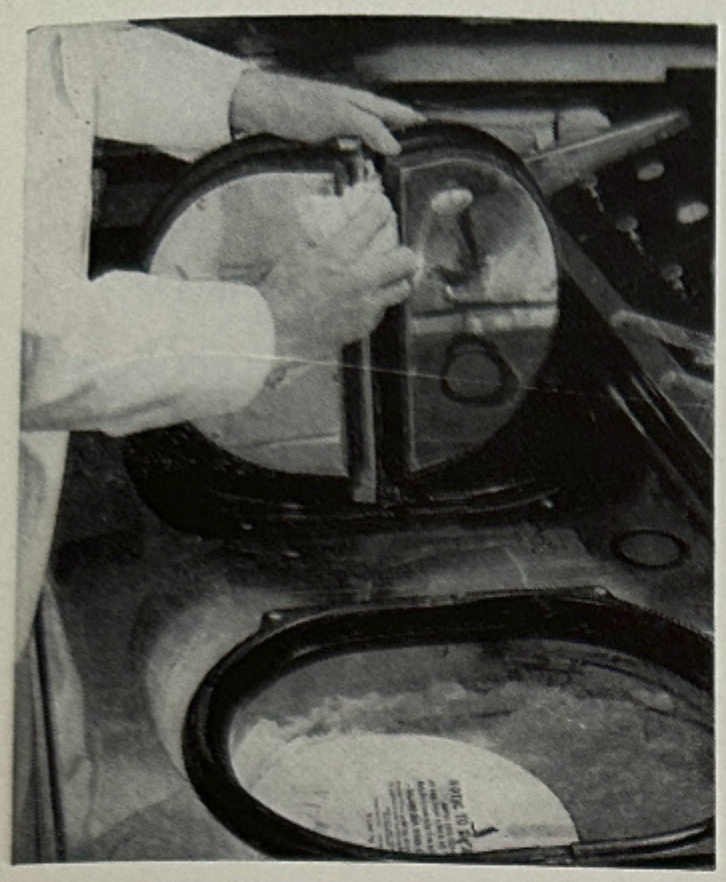
To meet these requirements your equipment must be kept spotlessly clean at all times. In the rush of serving customers, especially during peak periods, insufficient attention is sometimes paid to the small necessary cleaning tasks that must be performed in order that your soda fountain will pass the critical inspecting eye of the customer.

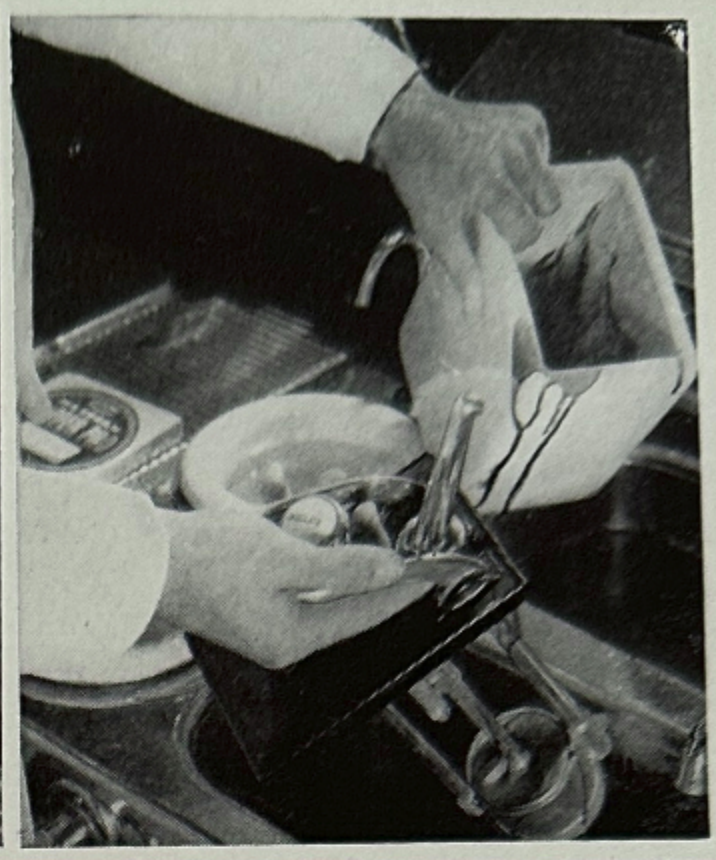
The practice of keeping definite cleanliness schedules and routines will insure the performance of the small but very important duties that will help to make your soda fountain the inviting, attractive place it should be.

The following suggestions should be helpful to you. In the table below the times given are only approximate, since equipment, service space, and working conditions vary so widely in the different retail stores. It is intended merely as a guide for the store operator or manager in apportioning time and duties involved in maintaining a clean sanitary store.

CLEANLINESS WORK SCHEDULE

DUTY	TIME (minutes)	WHEN	WHO
Wipe counter top	1	After each serving	Dispenser
Clean and wipe tables	1-2	After each customer	Waitress
Wipe sandwich board	1	After each use	Dispenser
Wash and sterilize glasses	—	As necessary	Dispenser
Wash and sterilize dishes	—	As necessary	Porter
Wash counter top slab	5-10	Three times daily or oftener	Dispenser
Wipe cabinet tops, lids	10	Daily	Dispenser
Polish draft arms	10-15	Daily	Dispenser
Clean, scald and dry syrup jars	5	Before new syrup is put in	Dispenser
Clean, scald and dry chocolate pump	5	Daily	Dispenser
Clean sandwich board and containers thoroughly	3-10	Daily	Dispenser
Clean refrigerator storage thoroughly	20	Daily	Dispenser
Clean and mop floor racks	10-15	Daily at closing	Porter
Clean cabinet tops, lids, undersides and hinges	30	Weekly	Dispenser
Clean and rearrange back bar and shelves—clean mirrors	15-30	Weekly	Dispenser
Defrost Ice Cream wells	—	Weekly	Dispenser
Clean draft arms, nozzles and drip pans thoroughly	30-45	Weekly	Dispenser
Scrub floor racks	25-35	Weekly	Porter
Wipe woodwork, clean and wax	30	Weekly	Porter
Flush and drain pipes with grease solvent	—	Ask plumber	Porter





WORK ROUTINES

Before Opening

Clean lids of Ice Cream cabinet. Be sure to clean bottom of lids. Check hinges.

Fill dipper well with clean water. Immerse *clean* dippers in well, ready for service.

Place sterilized dipper pad in position.

Check to be sure glasses, dishes, and silverware are clean and in correct places.

Clean cooler box and storage compartment, and put in supplies.

Check supply of Ice Cream, milk, ice, whipped cream and CO_2.

Draw off glass or two of carbonated water before first serving.

All Day

Remove soiled dishes immediately when customer leaves.

Wipe counter top with damp, clean cloth and dry after each customer service.

Wipe off straw holders, menu holders, napkin holders, drink mixers, etc., frequently. Don't let them get sticky.

Wipe off sandwich board after each use.

Keep cabinet tops free of drops of melted Ice Cream.

Wipe syrup jar top—keep free from sticky drops of syrup.

Empty refuse container frequently.

Before Closing

Wash and scald chocolate pump and jar. Be sure it is dry before refilling. Flush other pumps by forcing clean hot water through them. Invert pumps to drain water from discharge tubes and spouts. Check other syrup jars. If refilling is needed, be sure to wash and dry.

If your fountain has a milk pump, rinse this first in cold water and then wash it like syrup pump.

Put away all food requiring refrigeration in storage refrigerator. Put other food in a safe, clean storage space.

Clean salad cabinet, sandwich board, grill, toaster and other equipment. Make certain to clean crumbs and grease from cracks and crevices.

Clean and sterilize refuse chute and container.

Clean counter and back bar slab—ready for service.

Take apart juice extractor. Wash in mild soap, rinse and dry. Do not use a strong soap or chlorine solution.

Clean drink mixer with a damp cloth. Clean the agitator of the mixer by running it for a minute or two in a mixing can filled with hot water. Polish mixer with dry cloth.

Clean all Ice Cream dippers with warm soapy water, giving special attention to area around the springs. Then rinse them in hot water, place on a clean surface and cover with a clean cloth. Empty and clean dipper well.

Wash and sterilize all glassware service—leave in order for opening.

Empty all coffee containers, clean thoroughly—leave set for morning service.

Clean and dry all silverware for individual service.

Clean and polish draft arms and all metal parts.

Refill sugar, salt and pepper containers, as needed.

Wash towels and leave to dry overnight.

Check to see that porter cleans floors, racks, etc.

See that all gas and electric connections are turned off.



ENCOURAGE THE SANITARY HANDLING OF

service ware

The manner in which tableware is handled by those serving food to the public has always been a subject of importance. Discriminating guests usually seek out the best hotel dining rooms in their travels because that is the place where they are most likely to get good food, enhanced by proper, pleasant service.

Good service is something which can never be stressed too much. There is a continual and obvious need for impressing upon your employees the importance of the proper way to do things.

Probably no activity of the waitress is more important to the guest than the manner in which the chinaware, glassware and silverware is handled. What good is an attractive table setting, for instance, if the guest who anticipates an atmosphere of good taste, sees the waitress begin to "paw" the silverware, or to put her fingers inside the cups and glasses? Guests are most observant of these service "manners," and most critical of such little details immediately after they are seated. Too often that is just the time when a negligent waitress spoils the entire presentation by "dealing out" the silverware the wrong way.

You may not have noticed it, but certainly your customers have, if a waitress at the counter has served them a cup of coffee after picking up the cup in such a manner as to put her fingers inside the cup! It may be that the time is here when it will be possible to pay more attention to these small details. Certainly the stores, restaurants, etc., who have waitresses trained to pick up the water glass the right way, fill it to the right level and place it before the guest without spilling, are the ones that will have the edge on their competitors whose standards have been allowed to remain too lax.

It may be difficult to teach correct methods to some of the help that are holding positions in service staffs, but it is time to begin stressing more frequently, and more emphatically, that the best in service is none too good, and that practice in it not only makes perfect, but reflects with credit upon the employee and the establishment alike. In other words, the right way is really the easy way, and by employing it you put your employees, and your service several notches above the standards suggested by the common-place methods.

Proper methods for handling plates and bowls is another matter of habit. In establishments where, by habit, the employees have been trained in the correct methods, simply by giving attention to details that enter into perfection of service, the guests immediately recognize the characteristics of good operation. So simple a thing as handling a plate, or a bowl, in such a manner that the fingers touch only the bottom and the edge of the piece, is all that is needed to make an impression upon the patron.

How often have you been in a well known eating place, where you would naturally expect the chinaware to be thoroughly cleaned before it comes to the dining room, only to observe the waitress doing a thorough job of "polishing" the tableware? The employee, ap-

parently, believes this creates a favorable impression with the guest, whereas it actually suggests to patrons that the final step in the dishwashing process is just being completed. In every well ordered house, such of course, is not the case. By removing food deposits from soiled tableware, and the application of a high temperature, fresh water rinse, a properly installed and operated dishwasher provides "safe" tableware. Safe tableware means dishes, glasses and silverware that are free from disease spreading organisms. If in addition, there is assurance of proper handling, and dust proof storage cabinets, the sanitary condition in which tableware comes from the dishwasher will be preserved. Further it will help to retain the "sparkle of cleanliness."

It would seem that everyone, including employees, appreciates the importance of clean hands when working in a place where food is prepared and sold for consumption on the premises. Sometimes it has been found, however, that the facilities available too often make it necessary for waitresses and kitchen help to go far out of their way to wash their hands. Convenient facilities for washing will encourage among employees the habit of washing hands as frequently as is required for attractive and safe service. An important thing to impress upon employees is:

"Hands Carry the Germs of Disease—WASH THEM
1...After using your handkerchief
2...after each lavatory visit
3...after covering that sneeze or cough
4...before handling food or tableware
5...if you accidentally lick your fingers
6...after immersing your hands in dishwater
7...after combing your hair
8...After opening or carrying stock room packages.
Hot water, good soap and clean, individual towels will remove and destroy harmful bacteria. Never wipe your face or hands with apron or dish towel."

Statistics show that many thousand man-hours per year are lost in industry because of respiratory diseases. Of these, the common cold heads the list. It is highly communicable and no sure remedy has yet been found for it. Indeed no one preventive is known, but one precaution can be followed by everyone to reduce the danger of carrying colds to others—*KEEP HANDS CLEAN.*

Hands are the tools of the foodworker, used and essential in every operation of filling orders. For your customers' protection—keep them clean!

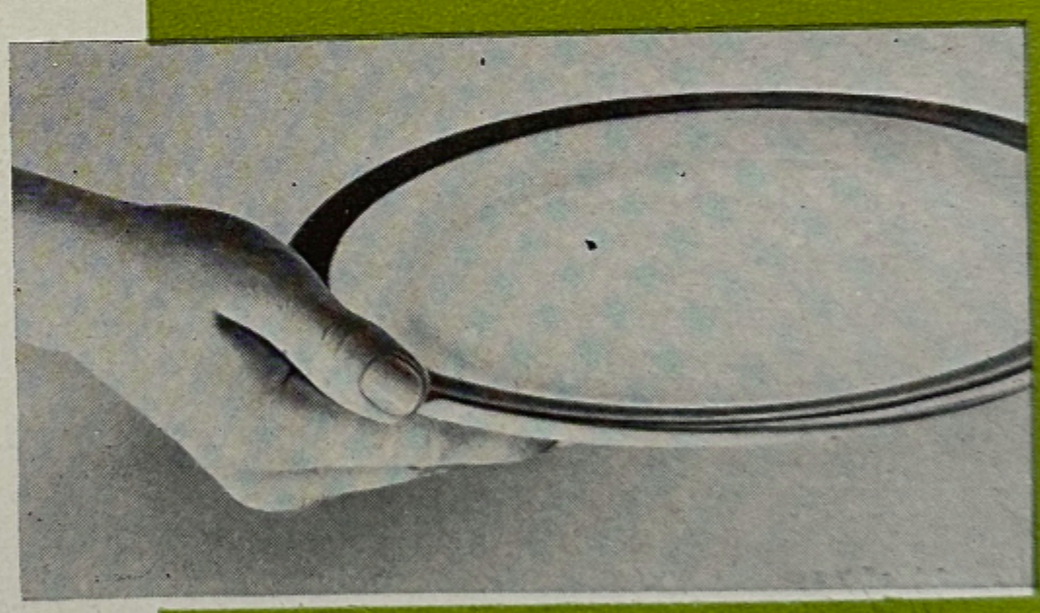
Entirely aside from your interest in the health of the public—you have a selfish reason for enforcing sanitation at your soda fountain or Ice Cream department. It means *business* for you! Sanitation is very much in the public mind, more so than ever before. Through



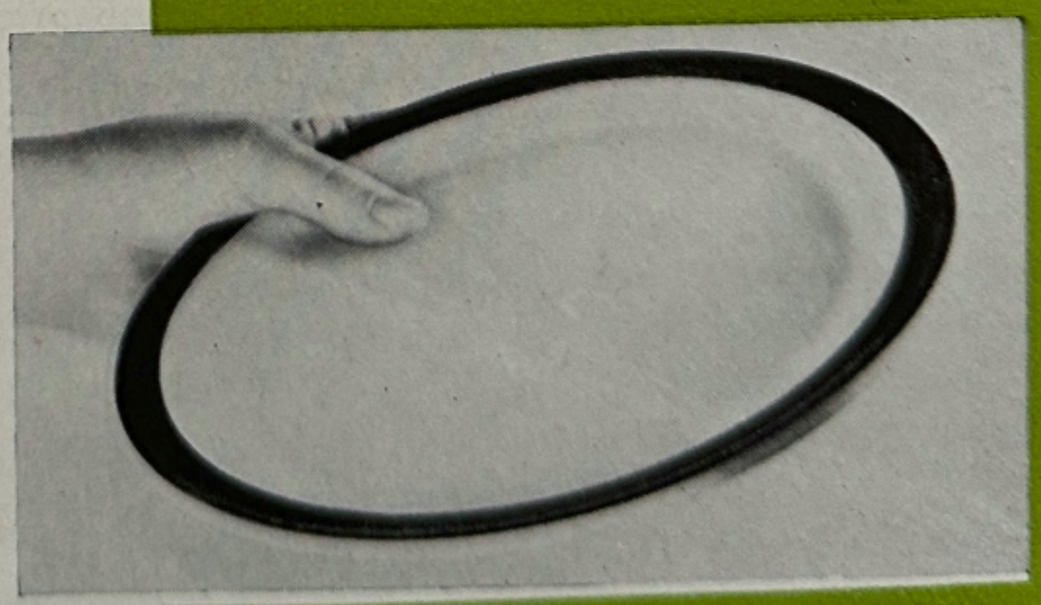
Handle cups by the handle, like this



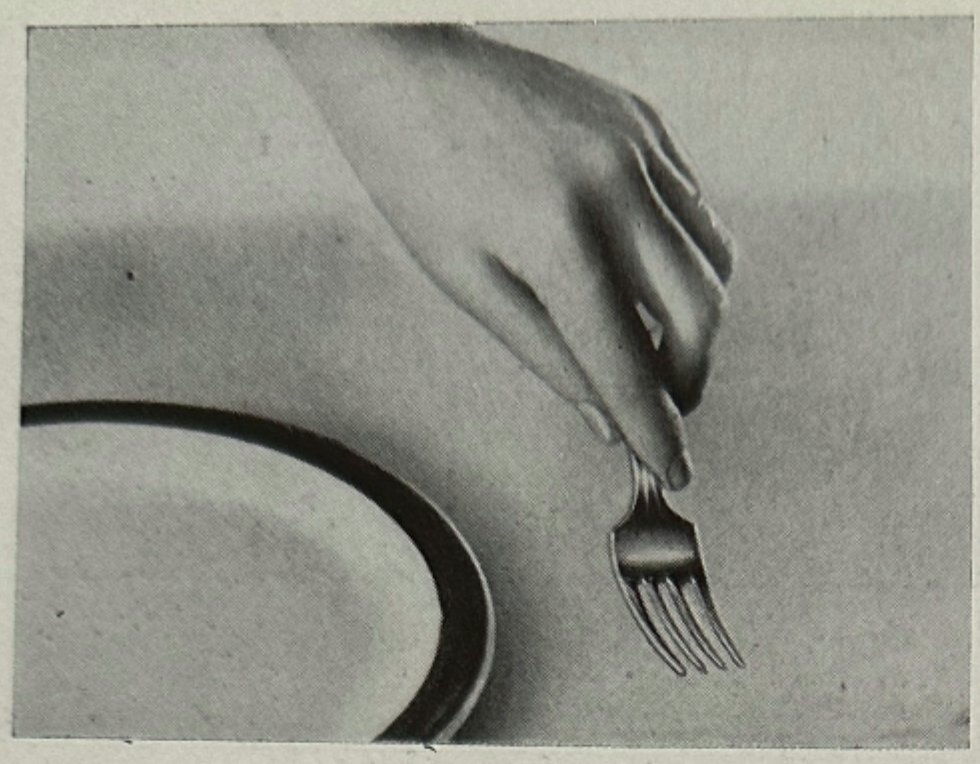
Never put fingers inside cups this way



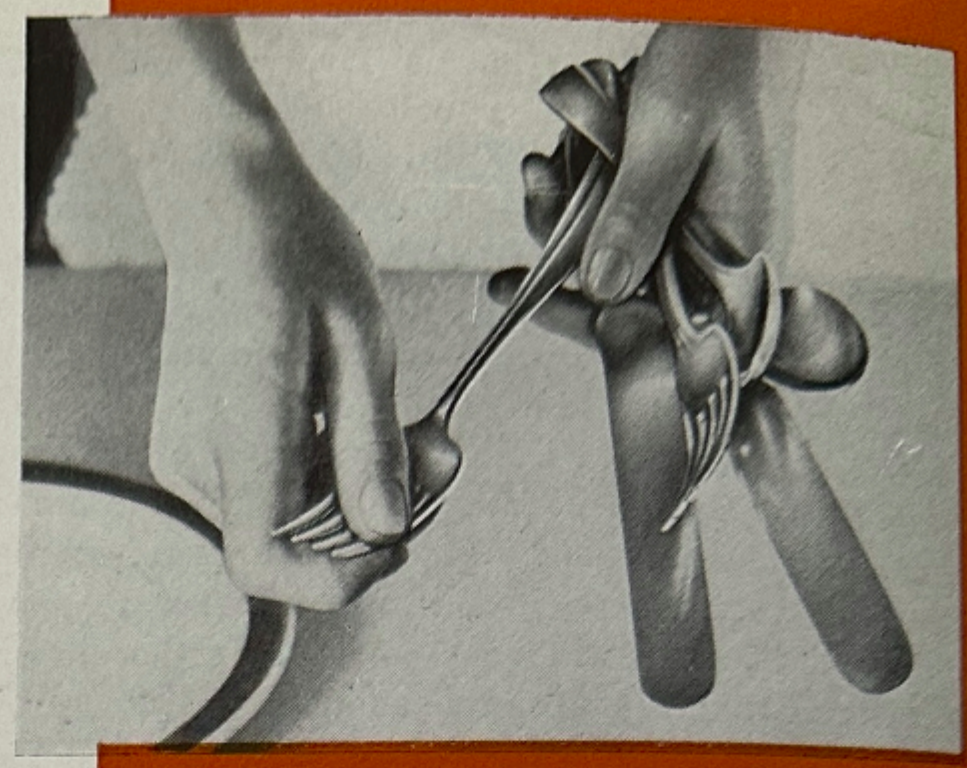
Keep fingers off part of plate that holds food



Never put thumb or fingers on plate this way



Keep fingers off the fork, like this



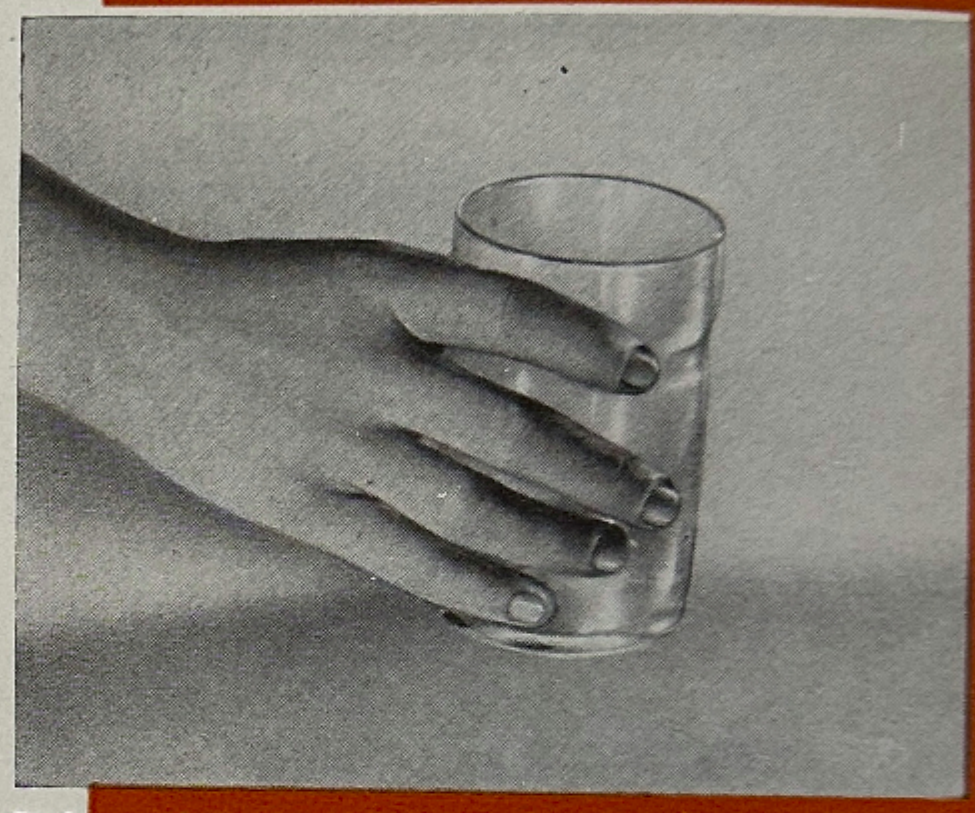
Never handle silverware this way

schools, teachers and parents' associations, newspapers, magazines and radios, health and sanitation information and precautions are being given wide publicity. The millions of boys and girls who have returned from the armed services have had training in personal hygiene and in the sanitary maintenance of mess halls, barracks, etc. They have a new realization of the importance of cleanliness to their personal health, and they'll watch to see whether your store is kept in a sanitary manner. So—if you want them to be your customers, you must sell them the idea that at *your* store, the personnel is clean—and has been taught sanitary habits in the handling of food and service ware.

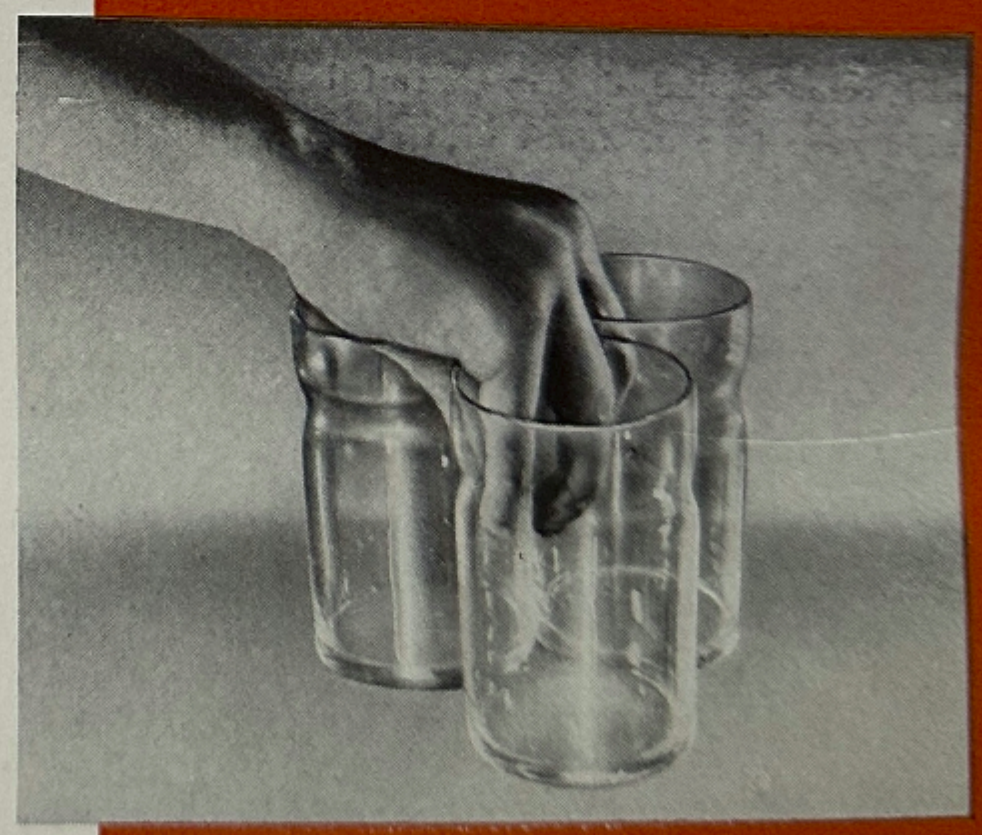
Not only should your store look clean, it should *be* clean. There's a lot of difference between surface cleanliness and sanitation, but surface dirt precludes any possibility of sanitation.

The interest of the public in food service sanitation is reflected in the publicity being given to the courses for food handlers sponsored by local health departments in many cities. Your local health department will welcome the opportunity of helping you train your personnel on the handling of food and tableware in a manner that will conform with the highest standards of cleanliness.

A booklet discussing the right and wrong way to handle different forms of tableware has been produced by the U. S. Public Health Service, entitled "From Hand To Mouth". This booklet would be an excellent manual to serve as the basis for discussion in a departmental meeting of those on the serving staff. It is quite likely that with a little encouragement, the health department in most cities could be induced to put on a course for foodhandlers. Such a course, ostensibly coming from outside the organization, might prove very helpful in impressing new employees with the importance of striving for perfection in the manner in which they carry out their jobs.



Pick up glass the right way, like this



Never put fingers inside glasses, even soiled ones



Back Bars STIMULATE SALES

Let's take a vote!

Do Back Bars help sell merchandise?

Pause while the vote is counted. Result?

The "ayes" have it! And the "eyes" sell it, too.

Appeal to the eyes and you're certain to appeal to the taste. Keep this proved rule in mind when you're arranging your back bar display and you'll notice the increase in customer attention. Customer attention will result in sales and sales are what you're after.

FIRST —and never, never violate this essential rule—keep your back bar CLEAN. Everything that's on it. Dishes, glasses, signs, mixing machine—everything. Nothing disgusts a customer more than to see his Chocolate Milk Shake mixed in a machine that's dirty, a machine that carries the identifiable marks of many shakes long since prepared.

Fly specked glasses or stained dishes can lose you more customers than a huge sign blazing the message: "Beware, Contagious Diseases Lurk Here".

Make cleanliness a must in your back bar display and you'll never risk the chance of offending customers.

NEXT, PLAN your display with an eye on sales. Several display Sundaes attractively prepared and prominently placed are an invitation to the customer to ask for "one of the same". A Limeade pictured in all its frosty, taste-quenching appeal will have the customer's tongue hanging out and register an immediate urge to buy.

Never require customers to ask what flavors of Ice Cream you have. Place flavor boards conspicuously at both ends of the back bar and keep them accurate. Nothing irritates a customer more than to ask for a flavor listed on the board and to be told in return, "Sorry, we're out of that". If you're out of it take it off the board.

ICE CREAM TOPS THE SELLER LIST

Ice Cream is your best seller and profit maker. Promote it in every way possible. If you have packaged Ice Cream let the customer know about it. He may want to take some home for dinner. A sign on your flavor board or a pyramid of dummy boxes on your back bar will remind him. Get him in the habit of taking Ice Cream home and you'll build extra and continued sales.

Mass displays spell sales appeal and make an excellent background. Syrups and toppings displayed in home-sized containers are a real reminder to the customer who is taking Ice Cream home. You can add the compelling urgency of a sign.

Remember that everybody likes fresh fruit. A bowl of it—oranges, lemons, bananas, peaches—displayed on your back bar in all its seasonal lusciousness will be a powerful reminder to your customers that they can enjoy the fruit, with added nourishment and delight in the Ice Cream dishes you sell.

FOCUSSED TO SELL ICE CREAM

To make your back bar a living, breathing, SELLING part of your store keep it clean, properly spaced, advantageously arranged to best utilize all your equipment, and focussed to sell Ice Cream, your best seller and prime profit maker.

Care of FRUITS · SYRUPS · TOPPINGS

AT THE SODA FOUNTAIN OR ICE CREAM DEPARTMENT

Ice Cream is of course, the basis of the attraction of customers to Soda Fountains or Ice Cream Departments. *Next* in importance, are the types and kinds of syrups and toppings which you combine with Ice Cream to make the various services which customers enjoy and call for.

The first principle in the use of toppings and syrups is—*use only those of high quality*. There is little difference in cost per serving between a brand of topping or syrup put up under quality supervision, indorsed by an established brand name—and one which is made to sell merely on a price basis. In the long run, the slight difference will be in favor of the quality product, since it will enhance the Ice Cream services and build reputation and customer satisfaction.

Since toppings and syrups enter into so many Soda Fountain and Ice Cream Department services their preparation for fountain use should be well understood and care taken to assure the goodness of the finished product.

CONCENTRATED TOPPINGS

Concentrated Toppings are divided into two general classes: (1) Concentrated preserved fruits and nuts in syrup and (2) Fudges, marshmallow, etc. Each requires a special type of handling to make it ready for over-the-fountain use.

CONCENTRATED PRESERVED FRUITS

The popular fountain fruits, such as strawberry, crushed pineapple, cherry, nuts in syrup etc., are usually packed in sufficient concentration to need blending with simple syrup before they are ready for use in sundaes, banana splits, parfaits, merry-go-rounds, etc.

PREPARING TOPPINGS

For preparing concentrated fruit and nuts in syrup: use a bowl, or jar, sufficiently large to mix the batch you wish. Be sure bowl is clean and dry. Measure into this one part concentrated topping as it comes from the jar, two parts simple syrup. Mix the whole until thoroughly blended, then pour into the service jar or bowl. Some fountains mix the topping directly in the serving bowl or jar. In either case, *measure* to get correct proportions and blend thoroughly.

FUDGES

Most fudges for hot service are prepared ready for use. They need only to be removed from the can and placed in the fudge warmer, heated and stirred, to be the proper ladling consistency.

Cold fudges are usually either ready for use or made so by the addition of a small amount of water. *Follow the manufacturer's directions* for best results in the use of fudges.

MARSHMALLOW

Marshmallow creme as purchased is made ready for fountain use by the addition of hot water, a small amount at a time, thoroughly beaten into the marshmallow, until the mixture becomes fluffy and of the proper ladling consistency.

BUTTERSCOTCH AND CARAMEL

These toppings (*not the fudges* in these flavors) are usually mixed with equal parts of simple syrup, or with two parts simple syrup. Follow directions on the can label.

CONCENTRATED SYRUPS

Fruit and flavor syrups are packed both concentrated and ready-to-use. The ready-to-use require no preparation except to be sure that the syrup jar is clean and sterile before the syrup is poured in.

Concentrated syrups are usually mixed as follows: 1 part concentrated syrup, 3 parts simple syrup. Many operators find it convenient and economical to determine the total capacity of their syrup jars, and make up enough ready-to-use syrup to fill the jar. 1 ounce of fruit acid to *each gallon* of *finished syrup* is often used to fortify the flavor.

DIRECTIONS FOR BLENDING CONCENTRATED FRUITS AND TOPPINGS WITH SIMPLE SYRUP

1. Be sure you read recommended proportions on the can.
2. Have a clean, sterile utensil large enough to hold the finished quantity.
3. Be sure to *measure*—don't guess.

1 part concentrated fruit 2 parts Simple Syrup	3 parts ready-to-use topping
1 part concentrated syrup 3 parts Simple Syrup	4 parts ready-to-use syrup

4. It is often practical to determine capacity of your service container and prepare just enough topping or syrup to fill.
5. Be sure service container (fruit bowl or syrup jar) is clean, dry and sterile before putting in topping or syrup.
6. *Never* mix new syrup or topping into a batch which has been in use at the Soda Fountain.
7. Always use a sterile dry spoon to dip into a can of concentrated fruits or syrup.
8. Store partly used cans of concentrated fruits and syrups in a dry, cool place. It is not necessary to keep them under refrigeration *unless so noted on the can or jar.* They should be kept covered and clean and out of bright light.
9. Store partially filled cans of fudge at room temperature. Cover only with a light, clean cloth to prevent dust entering, but allowing air to circulate. In tightly closed, partially empty cans of fudge or chocolate, stagnant air helps cause mould to form.

SIMPLE SYRUP

Formula 1—(yields 2 gallons Simple Syrup)

1 gallon water
14 pounds sugar

Bring water to a vigorous boil, turn off heat, add the sugar, stir until dissolved and allow to cool. Then strain through a cloth or filter paper into a sterilized crock or glass container, cover and store in a cool place.

For Canadian use—(yields 2 Imperial Gallons Simple Syrup)

1 Imperial Gallon water
17½ pounds sugar

Bring water to a vigorous boil, turn off heat, add the sugar, stir until dissolved and allowed to cool. Then strain through a cloth or filter paper into a sterilized crock or glass container, cover and store in a cool place.

Formula 2—(yields 1 gallon Simple Syrup)

Measure six pounds of cane sugar into a gallon container, add enough water to fill, stir thoroughly until the sugar is dissolved and then strain through filter paper or cloth into a sterile glass or crockery container.

For Canadian use—(yields 1 Imperial Gallon Simple Syrup)

Measure seven and one half pounds of cane sugar into an Imperial gallon container, add enough water to fill, stir thoroughly until the sugar is dissolved and then strain through filter paper or cloth into a sterile glass or crockery container. This makes one gallon of simple syrup.

SYRUP ROOM

To maintain high quality syrup its preparation for fountain use should, where at all possible, take place in a separate room. A space at least should be set aside for this work and utensils assembled which are used for this work only.

The danger of using measuring cups, crocks, or jars for other purposes is that foreign flavors from such use may easily be carried into the syrup. In many instances, too, fermentation and spoilage may result, since cups and crocks may not be well cleaned.

CAUTION: All utensils used to prepare syrups and toppings, such as measures, spoons, crocks, etc., should be washed and sterilized after each use.

If a separate Syrup Room is planned the following equipment will be found useful:

Stove or Electric Plate
A 3 or 5 gallon copper kettle
Simple Syrup Tank or Jar
2 Wooden Paddles for stirring

Large Wooden Spoons
Large Metal Spoons
2 Spatulas
Large Knives
3 1-Gallon Crocks
6 1-Gallon Glass Jugs
32 ounce Graduate
4 ounce Graduate
Bolt of Cheese Cloth
Cutting Board
Strainers
Can Opener
Food Chopper or Meat Grinder
Scale
Dry Storage Bin for Sugar

FRESH FRUITS FOR ICE CREAM SERVICES

By using fruits in season, the smart soda fountain manager not only adds variety to his offering, but also uses available materials and thus conserves supplies of those which may not be so plentiful. If you live in a fruit growing community your opportunity for presenting various soda fountain items featuring home grown fruits should certainly be grasped. These add much merchandising power to your local presentation. The following table shows the methods of preparing most of the common fresh fruits for soda fountain use:

FRUIT	METHOD OF PREPARATION	AMOUNT OF SWEETENING
Peaches	Wash, peel, discarding soft or bruised spots. Then slice or dice and sprinkle with lemon juice to prevent discoloring.	To taste — usually about 4-5 parts peaches to 1 part sugar.
Pears	Wash, peel and core. Cut into small dice or slices. Sprinkle with lemon juice.	To taste — usually about 4-5 parts pears to 1 part sugar.
Strawberries	Wash and hull, discard over-ripe, green or mouldy berries. Drain and slice or crush.	4 parts strawberries 1 part sugar. Mix to dissolve sugar.
Blackberries	Wash well and pick over. Discard soft or mouldy berries. *Drain* well.	4 parts blackberries 1 part sugar. Crush to hasten flow of juice.
Raspberries (Red or Black)	Wash well and pick over, watch out for worms and bugs. Discard soft or mouldy berries. Drain well, *crush* slightly.	To taste — usually 5 parts raspberries to 1 part sugar
Pineapple	Wash, peel and core, discarding woody center. Cut into small dice or slices.	3 parts pineapple, 1 part sugar. (Best to bring this fruit just to boiling to overcome curdling effect on Ice Cream.)
Oranges	Wash, peel and slice or dice discarding tough white membrane.	To taste — usually 6 to 7 parts orange to 1 part sugar.
Banana	Peel, remove string membrane, slice or dice and cover with lemon or pineapple juice to prevent discoloration.	To taste. (Usually used in combination with other fruits.)
Cherries	Wash and pit. Discard wormy, spotted or over ripe fruit. Crush, chop — or halve.	To taste — usually 4-5 cups sweet cherries to 1 part sugar. 3 cups sour cherries to 1 part sugar.
Fresh Fruit Salad	Prepare individual fruits. Mix acid and non-acid. Crush some of the fruits.	To taste.

Allow all fresh fruit toppings to stand at least ½ hour before use, to blend sugar and fruit and draw out the juices.

Keep all fresh fruit toppings chilled. Prepare only enough for one day's use.

FRESH FROZEN FRUITS

Remove frozen fruits from package and place in a sufficiently large container to hold the quantity to be used. In each case where additional sweetness, either simple syrup or sugar, is necessary it should be added before fruit has thawed. After thawing at room temperature, fruits should be kept in a closed glass jar in the coldest section of the cooling compartment.

Put in the service fruit jars only sufficient fresh fruit for 1 day's use. Fresh fruit or fresh frozen fruits require refrigeration to avoid spoilage.

Usually frozen fruit packages are marked as to their sugar content. From this you can decide whether they will be sweet enough for sundae toppings or whether the use of a slight amount of additional simple syrup or sugar would be advisable. It is important to prepare only enough fruit for the day's use, for once the fruit has thawed it is particularly susceptible to deterioration unless kept well chilled and used promptly.



here's how

TO MAKE GOOD COFFEE

Do not rely on guess work. Measure the coffee and water carefully. The ideal proportion recommended by coffee experts and preferred by most coffee drinkers is 1 pound of coffee to 2 gallons of water. However, due to variations in equipment and other factors, it may be desirable to vary the proportions somewhat. Under no circumstances, however, should more than 2½ gallons of water be used to 1 pound of coffee.

IF YOU USE AN URN

Rinse urn with hot water until faucet runs clear before each batch of coffee is made.

Place ground coffee in urn bag (or metal basket if one is used) spreading evenly.

When water comes to a boil (safety valve blows steam) pour the boiling water—1 gallon at a time—very slowly and with a circular motion so that all of the water will seep directly through the ground coffee and not run through the sides of the urn bag or over the top of the metal basket (if one is used). Due to variations in equipment and in quantities of coffee brewed, consult your supplier concerning the need for repouring any part of the brew through the grounds.

When all the water has dripped through the grounds, remove urn bag or metal basket immediately. Draw off a measure or two of coffee and pour back into urn to mix and assure uniformity of brew.

Make coffee frequently—at least every hour. Keep at uniform serving temperature—about 185° F. Overheating, or cooling and reheating, is harmful to flavor.

Urn bags should be washed in clean cold water immediately after using and immersed in cold water when not in use. Also rinse new bags before using. Never use soap in washing urn bags. Never allow urn bags to dry out; keeping them in cold water keeps them sweet.

Metal baskets should be washed in hot water immediately after using, and cleaned frequently with steel wool.

EQUIPMENT FOR CLEANING URN

1. Good size urn brush with stiff bristle and 15 inch handle.
2. Long wire-handle brush (⅝" diameter) for faucet and glass gauges.
3. A special coffee urn cleaning compound.

NOTE: When urn is not in use about one gallon of water should be left in it to keep it sweet.

CLEANING THE URN

Daily—Daily cleaning after the last batch of coffee is used should be regular routine.

1. After all brewed coffee has been drawn from the urn, pour in two gals. of fresh hot water, and thoroughly brush it out with long handled brush. Scrub inside of faucets with gauge brush.
2. Drain the water off, again pour in 2 gallons of fresh hot water, brush it out and drain again.

3. If urn is not going to be used again immediately, leave a gallon or so of fresh water in the crock. Do not drain this water off until just before making next coffee brew.

Twice a week—Coffee urns must have a special scouring twice a week. To scour the urn thoroughly:

1. Be sure outer jacket is ¾ full of water and turn on heat under urn.

2. Fill crock with several gallons of water and add at least 1½ ozs. of coffee urn cleaning compound. Allow this solution to remain in the crock approximately 30 minutes, during which time heat should be on full.

3. Scrub inside of crock and inside of cover with long handled brush. (Fig. 1.) Drain water off.

4. Remove clean-out cap at end of coffee faucet and scrub thoroughly with long thin brush. (Fig. 2.) Run brush through coffee gauge glass.

5. Use long thin brush to clean plug at bottom of crock leading to pipe connected to coffee faucet. (Fig. 3.)

6. Rinse crock three or four times with fresh hot water, again brushing inside of crock, faucet, pipes, gauges, and making sure to scrub inside the urn cover.

7. Leave a gallon or so of fresh water in urn until just before starting next brew of coffee.

Every two weeks the metal receptacles at top and bottom of the glass indicator tube should be removed and cleaned as well as the tube itself. (It is a good idea to have an extra glass tube on hand.)

Occasionally take faucet valve apart and clean recesses that cannot be reached through clean-out opening.

Important—Carefully rinse all parts of urn with hot water after any cleaning operation.

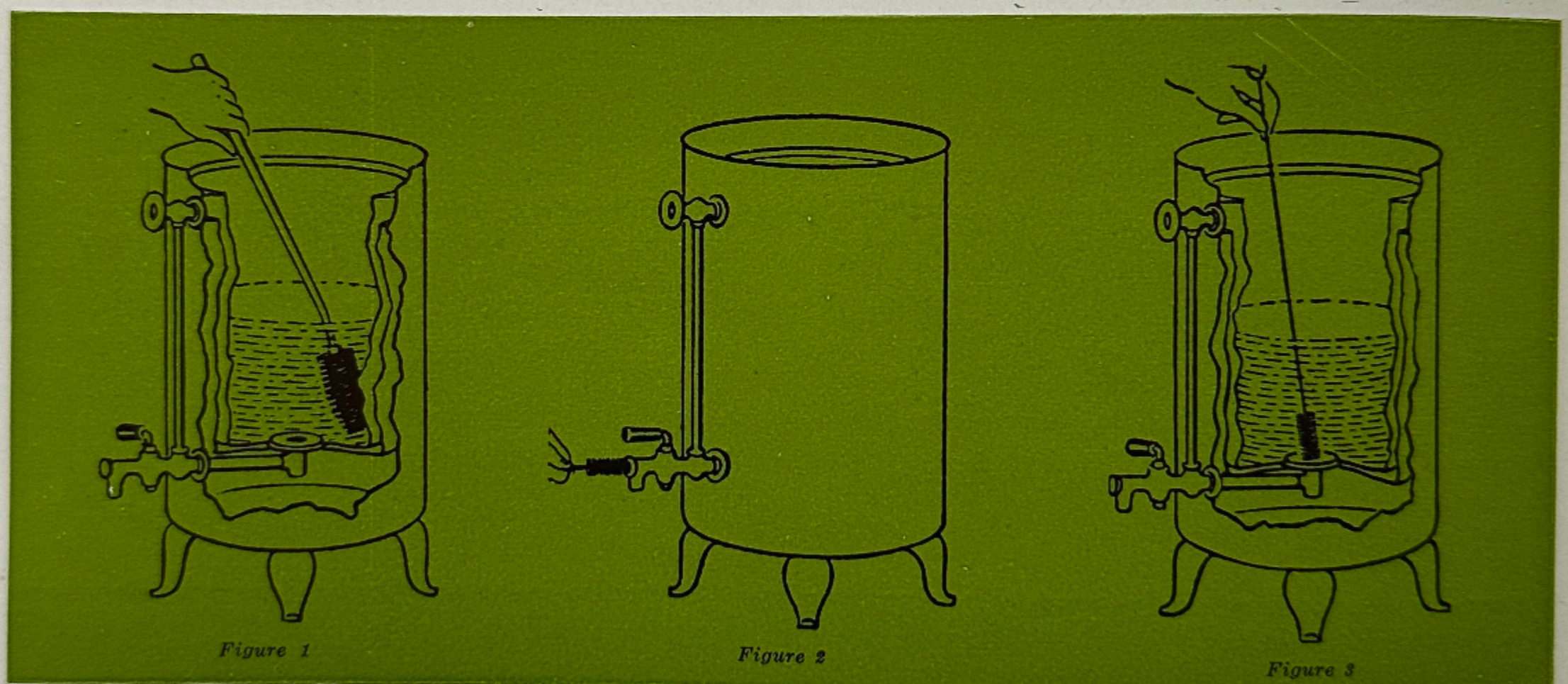


Figure 1

Figure 2

Figure 3

IF YOU USE A VACUUM MAKER

Measure required amount of fresh cold water into lower bowl and place on heat.

Put filter into upper bowl, and add measured quantity of ground coffee.

When water in lower bowl boils actively, turn gas low. (If electric, turn off heat.) Do not place upper bowl on lower bowl until water is boiling actively.

Insert upper bowl with a slight twist to insure a tight seal.

If you have a vacuum maker with vented stem (a small hole in the side of the glass tube) the pot may be completely assembled before placing on heat. In this type of vacuum maker the water in the lower bowl will not start to rise until the water boils. When water starts to rise, reduce heat and follow the regular procedure.

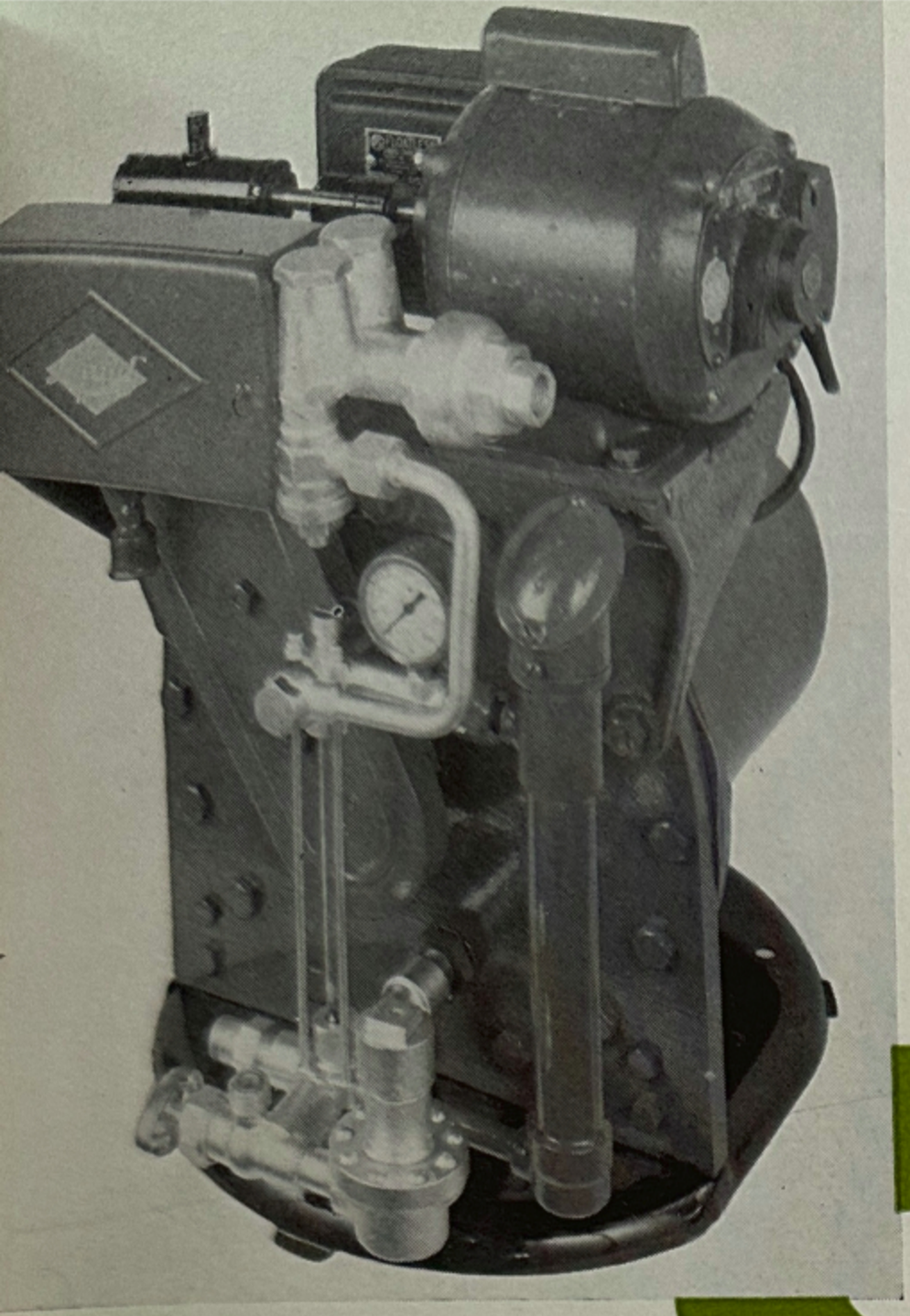
When the water has risen into upper bowl (some water will always remain in the lower bowl) stir water and coffee thoroughly.

When stirring is completed either turn off gas or remove from heat completely.

When all coffee has been drawn into lower bowl, remove upper bowl and place lower bowl of coffee over low heat.

Cloth filters should be washed in cold water and kept immersed in cold water until next used.

Courtesy Pan American Coffee Bureau



CARBONATION

Carbonation is a subject of vital importance to the successful operation of the soda fountain.

What gives the Ice Cream soda the zest and tang that makes it a "best seller"? A good portion of good quality Ice Cream and good syrups play their part, of course. But the finest Ice Cream and the best syrup will never build a reputation for a drink that suffers from poorly carbonated water. Too often repeat sales are lost because the simple but constant care needed to provide good carbonation is not taken.

Flat Ice Cream sodas are disappointing and never satisfying. Since it's always the aim of a wise merchandiser to assure customer satisfaction, it's his duty and to his advantage, to maintain proper carbonation. If the customer is disappointed, on his next visit to the store (should he return) he might buy a bottle of carbonated beverage which naturally means a loss in fountain volume.

In order to have proper carbonation, it is first necessary to know what causes poor carbonation at the soda fountain and how to correct it. Therefore, the following outlines briefly, what is necessary for a good carbonated drink:

THE CARBONATOR

Since the carbonator is an essential part of the soda fountain, precautions must be taken to insure its uninterrupted performance every day of the year. Antiquated carbonators that frequently break down are a liability which will directly affect sales at your fountain. If you're struggling along with an ancient machine an investment in a new carbonator would be a paying proposition.

A carbonator's function is to mix plain water with carbonic gas. It must agitate the water so thoroughly, by whipping or beating, that it is broken up into minute particles enabling it to absorb the carbonic gas. In order to do this, the carbonator should be constructed with a spray head. Experience has proved that spray, plus agitation is the quickest, most efficient way to produce complete carbonation.

The carbonator, like any other machinery requires a certain amount of attention, and it is best that it be located in an accessible spot so it can be examined occasionally and oiled to prevent excessive wear. If placed in the basement, it should be kept away from furnaces or other heating apparatus, and the tubing leading to and from the carbonator to the fountain should not be placed near pipes which provide building heat. It is an oft-repeated fact that warm water prevents good carbonation, and it is obvious, that such precautions should be taken to secure the best possible carbonation. If it should be necessary to place pipes close to heating lines, they should be enclosed in a conduit or round asbestos pipe insulation at the points that come near these lines.

It has always been the custom to determine upon some uniform or fixed gauge pressure and to use this pressure regardless of the temperature of the water entering the carbonator. This practice results in varying grades of carbonation as the temperature of the water used determines the amount of carbonation obtained. The idea that you can have saturated carbonated water at only one temperature and pressure is wrong as Fig. No. 1 will show. The fact is that you can have saturated water at any pressure above 40 pounds, if the temperature is right; and that you can have saturated water at any temperature between 32 and 68 degrees F., provided you have the right pressure.

By studying the table you will see that if the pressure is 80 pounds, the temperature of the water must be 44 degrees if you want saturated carbonated water. In the same manner, 100 pounds pressure requires 50 degrees, 120 pounds pressure requires 56 degrees and 150 pounds pressure requires about 65 degrees.

WHAT GAS PRESSURE TO USE

By referring to Carbonation Chart, Fig. 1, you can determine the theoretical gas pressure required to obtain saturation. Take the temperature of the water entering the carbonator, follow the vertical temperature line

until it crosses the saturation line and then follow the horizontal line to the left, which will give you the pressure required if you are to obtain 100 per cent saturation.

It is important to realize that water temperature may

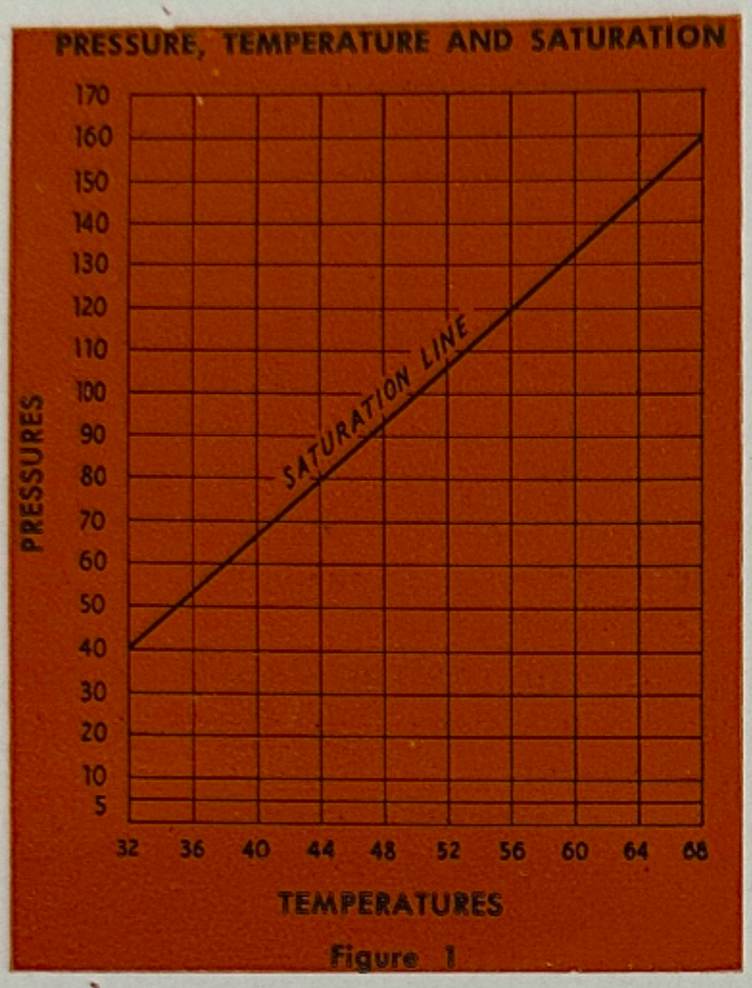


Figure 1

vary considerably. This is particularly true when the carbonator is located in a room having a fairly high temperature. To provide for all such factors, it is strongly recommended that a pressure of 125 pounds be used, unless the temperature of the room in which the carbonator is located is less than 56 degrees (in most cases better results can be obtained by using 150 pounds). This practice will give you best results.

It is better to leave city water, gas and electricity on at all times. Some operators prefer to shut them off at night. If any are to be cut off, cut all of them off and be sure to turn all on before opening your fountain in the morning. Do not charge your carbonator and shut off gas while using the charge. It is impossible to have good carbonated water by using this method. The valve at the head of the gas cylinder should be opened as far as it permits. This prevents leaking. Do not confuse this valve with the regulating valve near cylinder head. Be sure there is a good fiber washer where regulator connects with cylinder.

Test for leaks at cylinder head and along gas lines with lather. Test carbonator and coils by turning on city water at carbonator and shutting off gas, electricity and draft arm, at night, and check in morning if pressure has gone down on gauge on the carbonator. Have leaks fixed. Cutting off gas frequently will not help much if there is a leak. There are cases where the city water pressure is higher than the indicated gas pressure and the reduction of the gas pressure below the water pressure would of course result in the carbonator flooding. This can be overcome by putting in a water pressure reducer or by the installation of a storage tank, the additional advantages of which will be explained.

FILTERING WATER

There are very few places where the installation of a filter and storage tank will not improve the quality of the water used in the carbonator and save gas as well. The filter, which should have a capacity in excess of the largest load it will be called upon to carry, will purify the water, remove small particles of dirt and sand and prevent their lodging under the carbonator check valve, thereby eliminating leaks at this point.

AIR KILLS CARBONATION

The most common preventive to carbonation is air. Air is usually drawn into the carbonator when directly connected to a city line or other line where the water is under pressure. As evidence of this we call your attention to the milky appearance often noticed when drawing water from a faucet. This is caused by an excess of air which escapes quickly if allowed to stand.

In order to eliminate as much air as possible it is decidedly an advantage to use a storage tank. This tank should be placed so that the bottom is slightly higher than the pump intake of the carbonator. In this way, the only pressure on the pump is a slight gravity pressure, and the air in the water has a chance to escape before it is drawn into the pump, because the storage tank is open to atmosphere, and a constant level is maintained by the use of a float, which controls the inlet valve to the tank.

Another advantage of the storage tank is that it will allow all grit, scale and dirt particles to settle out of the water before it is drawn into the carbonator. A standpipe, one inch above the bottom of the storage tank, if the tank has a bottom outlet, or a side outlet, one inch above the bottom is desirable.

The improvement in the quality of your carbonated water, the freedom from leaks, and the resultant gas saving will more than pay the cost of the filter and storage tank installation.

GREASE A FOE TO CARBONATION

Another source of trouble to the operator who is eager to secure perfect carbonation is the presence of grease in his carbonator. Unless due care is exercised a great deal of trouble will result. Grease may be carried to the carbonator, through the supply pipes, unless they are thoroughly cleaned when the machine is installed. Using white or red lead too freely when making the installation will also cause trouble, as this will gradually work into the pump and the machine. To cleanse a machine which has picked up grease in one way or another, use a hot solution of sodium carbonate (soda ash), in the proportion of 1 pound of soda ash to 1 or 1½ gallons of water. Run this solution through the machine several times and finally flush with clean water.

WHERE MOST LEAKS OCCUR

Most gas leakage is the result of defective couplings, hose and other appliances used in connection with the

gas. Be sure to have good, sound washers in all couplings and inspect them frequently. Check connections to see that they are properly tightened. An occasional test for leaks by using soap suds applied to the couplings and connections is good insurance. Leaks are shown by bubbles formed by escaping gas. The slightest leakage of gas, if allowed to continue, will in the course of a few days or a week result in the loss of the entire contents of the cylinder.

It is an axiom in beverages that very cold water holds its carbonation. This is a prime requirement of the successful fountain.

After the water is carbonated, the next task is to get it into the customer's glass so that he may drink and enjoy the zest of the carbonation before it bubbles away and leaves the water flat. It is well for the fountain operator to test the temperature of his carbonated water almost daily with a thermometer to assure himself that he is getting maximum refrigeration results from his fountain. The temperature of the carbonated water should always register below 40 degrees, as temperature above 50 degrees will quickly lose its carbonation.

THREE SIMPLE TESTS

You can make three simple tests to determine whether your carbonation is satisfactory:

1. Drop a moth ball into a glass of carbonated water. If the moth ball rises to the surface you have proper carbonation.
2. Drop cigarette ashes in a glass of carbonated water. If the water is well carbonated it will sizzle madly.
3. Place the point of an ordinary lead pencil in a glass of carbonated water. If the surface of the pencil is covered with tiny bubbles you don't have to worry about carbonation.

Glassware at the soda fountain soon acquires a thin, almost invisible film of fat unless carefully washed. When service is offered in such glassware, especially when it is picked up from the drainboard and has a rim of moisture around the edge, it leaves a distinctly unpleasant reaction with the customer. Glasses with this film also destroy the carbonation in water almost as soon as it is poured into the glass. Test this by placing a clean, sparkling, sterile glass beside an ordinary, poorly washed one and filling them with carbonated water. The one with the film will release the gas in large bubbles, rolling up the inside surface of the glass. In order to remove this film on glasses a glasswasher should be used whenever possible. All glassware should be washed and sterilized and placed on the back bar. Never serve a drink from a wet glass.

A proper display of clean glassware on your fountain back bar, indicates to your customers the protection you are taking to insure them a sanitary drink.

HOW TO HANDLE CARBONIC GAS

Carbonic Gas is dry, pure, sweet and odorless, and undergoes absolutely no change while stored in the cylinders. It is a fixed product, and every pound must and will produce certain definite results. Any failure to do so must be due to loss of gas through leaking connections or carelessness on the part of the user.

Carbonic gas is sold by weight. The tare (empty) weight of each cylinder is stamped on the side of the valve. Cylinders are weighed before being filled and afterwards to show the weight of the gas, so there is no possibility of the cylinder being shipped to you containing less gas than the amount billed.

Always store gas cylinders in a clean, dry, cool place away from odors, salt or other corrosives. Do not expose the full cylinders to dampness, heat or sunshine, or the empty ones to dampness. *Always close the valve on empty cylinders.*

When empty, gas cylinders should be shipped back promptly to your supplier and shown as: *"Empty Iron CYLINDERS Returned" (Not coppered or nickeled).* Do not bill them as tanks, retorts, drums, etc. *Don't allow an empty gas cylinder to remain around your place of business. Ship back immediately.*

VERIFY WEIGHTS ON RECEIPT OF CYLINDERS

When you receive a cylinder of CO_2 gas weigh it immediately. If the weight corresponds with the gross weight, the contents are intact. Gas is shipped at your risk of leakage, and the transportation company will not allow any claim for loss by leakage. The manufacturer is not responsible for any leakage, but as a matter of courtesy to the trade will allow the amount charged for cylinders that reach you empty, provided the cylinders are returned immediately and the suppliers are notified of the loss and the cylinder number reported.

TIGHTEN THE OUTLET CAP

As the cylinders are jolted around considerably in transit, there is always a possibility of the outlet cap becoming loosened which might result in leakage. Therefore, just as soon as you receive a shipment of Carbonic gas, take a wrench and tighten the small outlet cap. If the outlet cap is properly tightened, there will be no leakage of gas. If it should be necessary for you to retain a cylinder longer than 30 days without emptying it, the outlet cap should again be tightened. The small round brass cap, cylinder safety valve, should not be tampered with. It protects the small copper disk which is placed there to allow the contents to escape in the event the cylinder is exposed to extreme heat.

To prevent tampering with cylinders while in transit, valves can be opened only with a special key wrench or wheel. The suppliers will furnish these keys free of charge. Under no circumstances use a pipe wrench or pliers to open the valves on gas cylinders, as you will damage the valve. If the key or wheel is so badly worn that it will not open the valve, obtain a new one.

CARBON DIOXIDE (CO_2) GAS LEAKS

Loss of CO_2 gas may occur through gas line couplings, carbonator connections, packing, and regulator or other equipment. Pr per care should be exercised to use good fiber washers in all GAS couplings. All connections should be inspected frequently and tightened. Test all gas connections at least once a month by the use of a shaving soap solution applied with a brush. The manufacturer is not responsible for leakage of this kind or of the valves and cylinders themselves, after the cylinders are delivered to the customer in good condition.

Gas leaks may be located by the following procedure:

When closing at night, make note of the pressure shown on the regulator and carbonator gauge. Then tightly close (1) the drum valve, (2) the regulator outlet valve, (3) city water inlet valve to the carbonator, and (4) the soda water outlet valve to the fountain. This completely isolates the carbonator and the regulator. In the morning note the pressure reading on both gauges. If the regulator gauge pressure has dropped, there is a leak between the drum valve and the regulator outlet valve. If the carbonator gauge pressure has dropped, there is a leak in the machine or somewhere between the regulator outlet valve and the carbonated water outlet valve.

If, however, the pressure drop on the carbonator pressure gauge is less than 10 lbs., there is no gas leak. Normal absorption will cause this much drop in pressure. If the drop is 20 to 30 lbs., there is a gas leak.

Locate the leak with a solution of warm water and shaving soap applied with a brush to all valve packing nuts, connections, and couplings. Leaks are shown by bubbles formed by the escaping gas. When a leak is detected, tighten the coupling until bubbles no longer form in the soapy solution around the connection.

Check the agitator packing nuts for leaks. If the carbonator has been in service over a year, it may be advisable to put in new packing since dried packing pulled up too tightly will score the agitator shaft or pump plunger.

Another point to check is the pump check valves which prevent gas from escaping back into the city water supply line or storage jar. Loss of CO_2 gas into the city water supply is evidenced by "charged" water coming from a cold water faucet or gas bubbling up through the water in the case of the storage jar.

Before removing the pump and inverted check valves, shut off the gass pressure on the CO_2 gas cylinder; shut off the water supply line and the carbonated water outlet valve. Vent the pressure from inside the carbonator by loosening the gas blow off or vent valve on the machine. When the gas has stopped blowing from the blow off valve, the check valve caps may be removed and the interiors taken out for inspection.

If the washer surface is scored in any way replace with new washers. Before placing the interiors back in the valves, be sure the seats are clean of any particles of the washer and not pitted.

If no leaks show up under these tests, close the drum valve only over night and note the pressure on both gauges and the water level in the gauge glass tube. If there is an excessive pressure drop in the morning, there is a leak in the fountain. Check and tighten all fountain connections from the outlet on the carbonator to the draft arms on the soda fountain and check the cooling coil for leaks.

Leaks in regulators and pressure gauges are difficult to locate and should be checked very carefully.

DIRECTIONS FOR CONNECTING AND OPERATING GAS REGULATORS

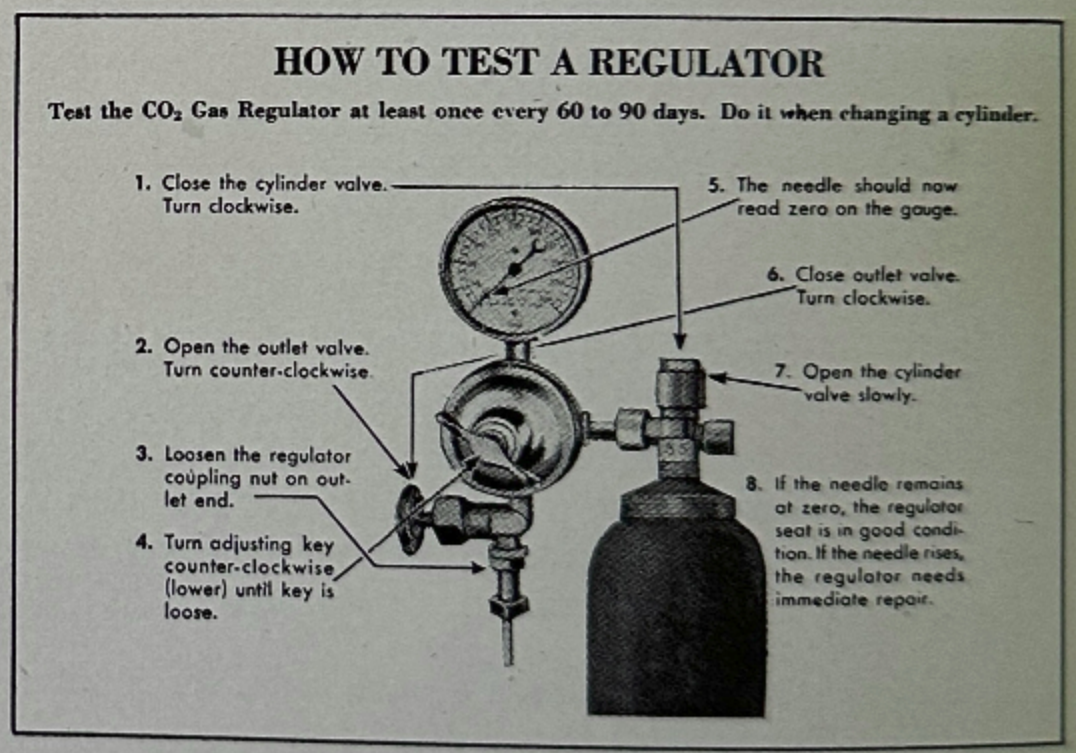
CAUTION: Loosen the Regulator Adjusting Key before attaching Regulator to a Full Cylinder.

A regulator handled with proper care will give long, trouble-free service; it is a sensitive device and can be easily injured.

To connect a regulator:

1. Replace the fiber washer inside the regulator coupling nut and screw the nut to the cylinder valve outlet. Pull the nut up tight. Use a fiber washer at each CO_2 connection. Don't use old scored fiber washers.

2. Be sure that the regulator adjusting key is loose; that is, no tension on the spring operated by the key.



If spring is tight, turn key counter-clockwise to loosen.

3. Close the regulator outlet valve by turning clockwise.

4. Using the special key wrench, open the cylinder valve slowly in a counter-clockwise direction to wide open.

5. Turn the regulator adjusting key clockwise slowly to the desired gauge pressure. 120 lbs. is standard.

6. Open the regulator outlet valve by turning counter-clockwise to wide open.

To replace a cylinder:

1. Close the cylinder valve by turning clockwise.

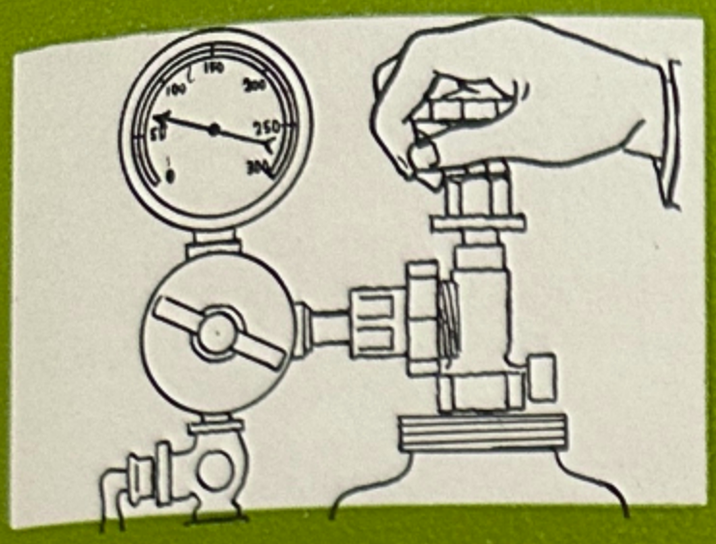
2. Close the regulator outlet valve by turning clockwise.

3. Turn the regulator adjusting key in a counter-clockwise direction until it is loose.

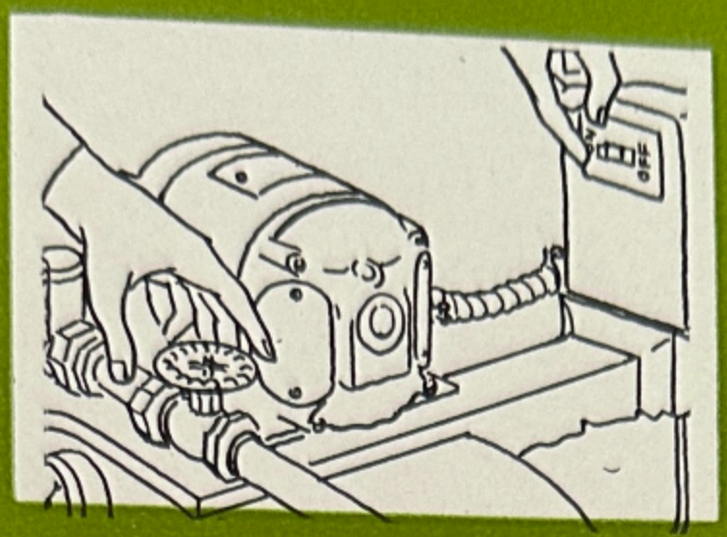
4. Unscrew the regulator coupling nut from the cylinder valve outlet.

Replace the empty cylinder with a full one and attach the regulator.

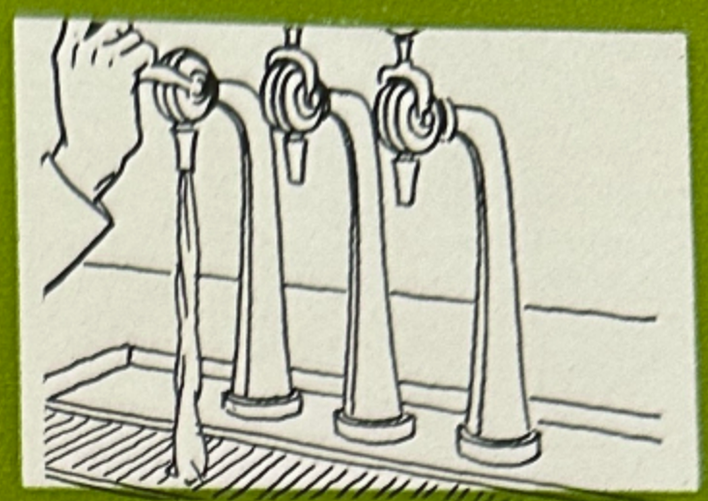
cleaning the carbonator



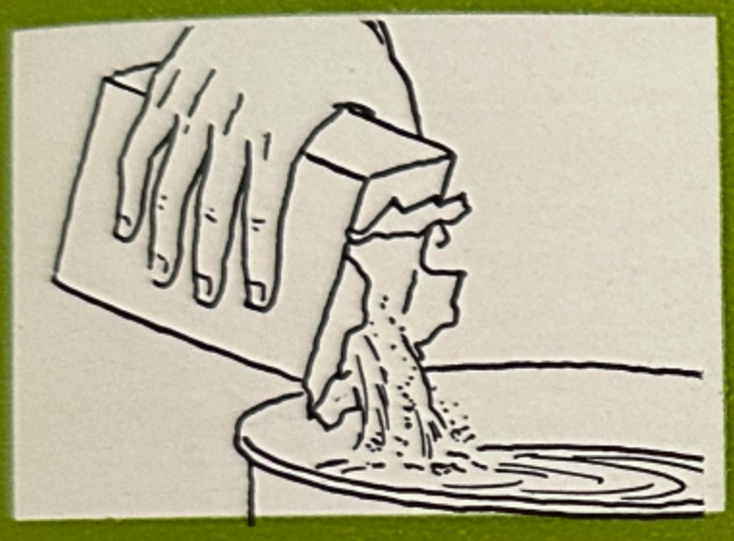
1 Turn gas off at gas drum.



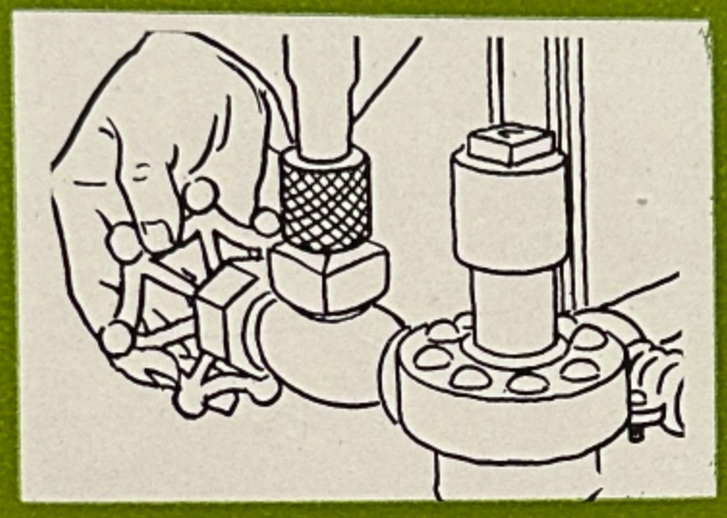
2 Turn off electricity and city water running to carbonator.



3 Turn on carbonated water at draft arms at the fountain. Let run until all water and pressure have stopped.



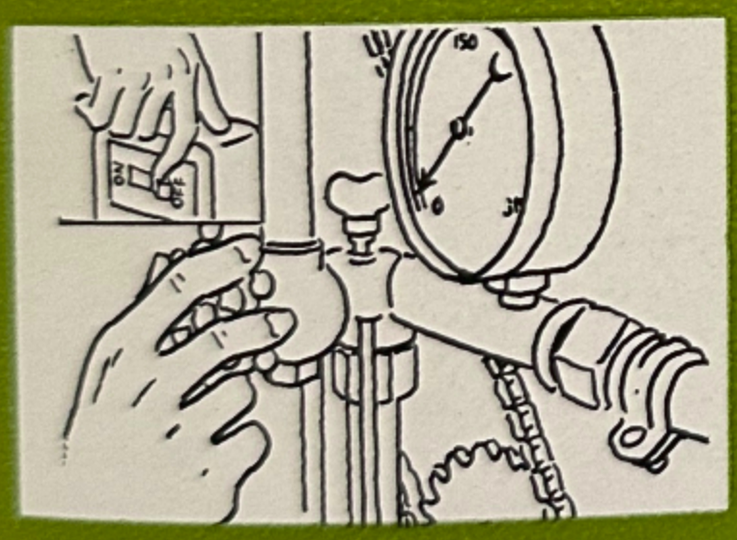
4 Into 5 gallons of water thoroughly dissolve 3 lbs. of baking soda.



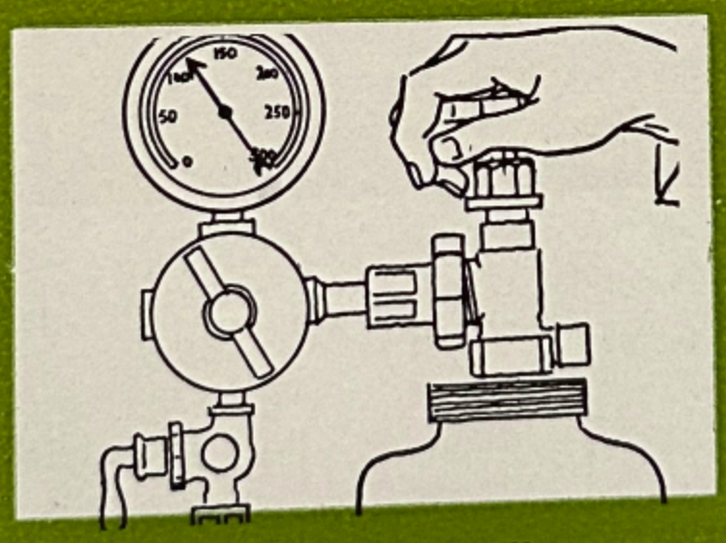
5 Disconnect block tin carbonated water line leading to fountain.



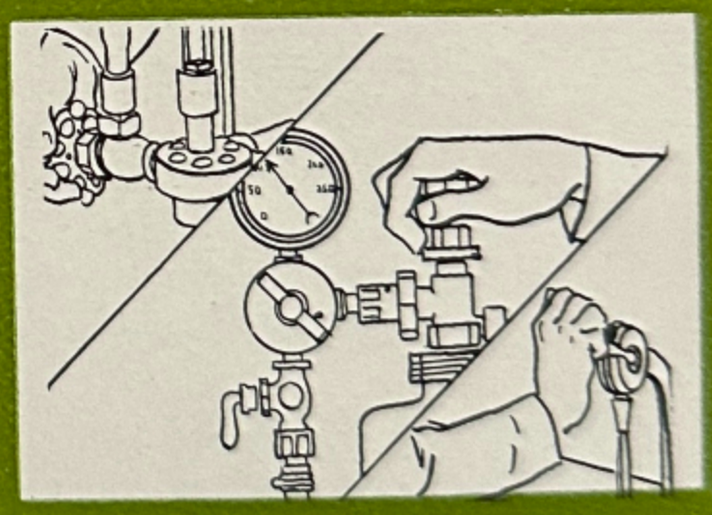
6 Using a funnel and short piece of hose, pour the solution into carbonator, opening the air valve while doing so.



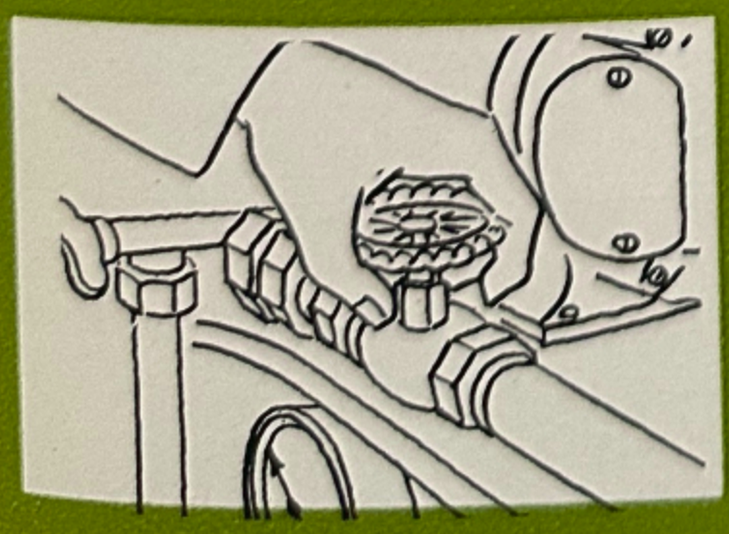
7 Shut the air valve and turn on electricity. Let carbonator run for a few moments.



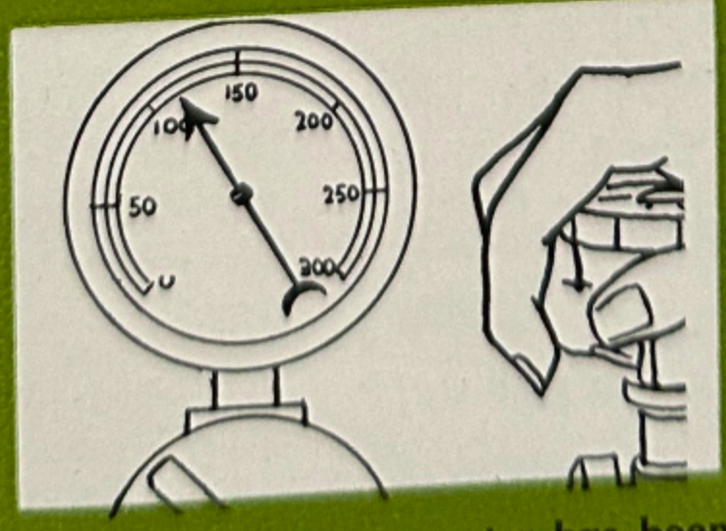
8 Turn gas drum on. Allow gauge to go to 60 to 70 lbs. pressure.



9 Connect fountain block tin line on carbonator. Turn gas off at gas drum and draw the soda solution through all draft arms.



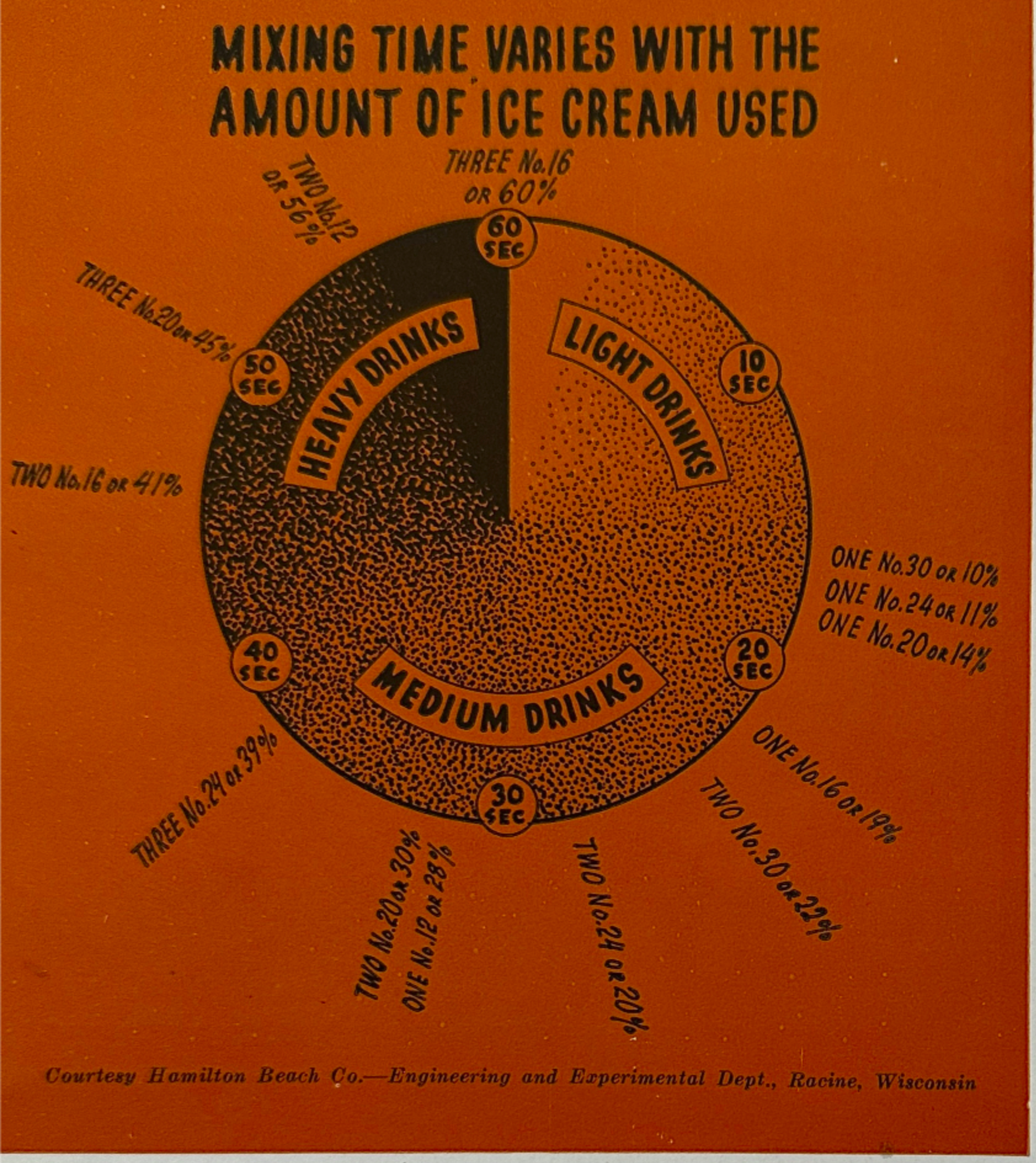
10 Turn on city water, electricity, and allow carbonator to fill 2/3 full. (See glass gauge on front of carbonator.) Set gas drum gauge at 60 to 70 lbs. Allow this rinsing solution to run out at draft arms.



11 When all rinse water has been drawn out, turn on city water, electricity, and turn gas drum on slowly so that pressure goes back to normal 120 lbs. Let carbonator run until it shuts itself off.



12 Test carbonated water by tasting. If any taste of soda remains in carbonated water, run off carbonated water at draft arm until there is no trace of the soda taste.



Courtesy Hamilton Beach Co.—Engineering and Experimental Dept., Racine, Wisconsin

time and the milk shake

LOOK AT THESE FACTS

1. The Milk Shake is one of the most profitable Ice Cream drinks sold at soda fountains today.

2. The Milk Shake ranks high among the best sellers.

3. A well prepared Milk Shake, a milk shake with body and texture, smoothness and fine flavor is an invaluable drawing power at the soda fountain. It sells well with sandwiches and salads, with light lunches, with cake or with pie. It also goes well alone. A fine milk shake is often instrumental in winning the customer preference for *your* soda fountain that means repeat business and increasing profits.

YOU'VE LOOKED AT THE FACTS—NOW LISTEN TO THIS

A customer walks into a soda fountain and orders a milk shake. It's the first time he's been in the store. If the service is good and he likes the milk shake that store will probably acquire a steady customer—the kind of customer who appreciates quality Ice Cream drinks and combinations.

Winning the preference of this customer for that store will mean the addition of another "regular"—a "repeater"—and enough "regulars" mean volume sales and volume sales with their resultant profits are what that store is after.

That's the set up.

Now let's see what happens.

The soda dispenser takes the customer's order for a milk shake. Into a mixing can he puts the milk, the Ice Cream and the syrup. Then he places the mixing can on the mixer.

The customer is watching him closely—he's thirsty and can hardly wait 'til the milk shake is ready. He envisions a delicious drink, tempting and finely flavored, full bodied and smooth.

He drums his finger-tips on the counter.

Meanwhile the mixer is merrily at work beating the Ice Cream, the milk and the syrup into a milk shake.

And the soda dispenser?—

Well, he just received an order from another customer for a sandwich. He's busy making the sandwich.

Then comes another order for an Ice Cream sundae. One Ice Cream sundae coming up!

Merrily the mixer continues its work.

Impatiently the customer drums his finger tips. His eyes are sparkling now—his throat has that dry, thirsty feeling, his tongue is moving slowly around his mouth and his lips are unconsciously smacking together.

The soda dispenser?—

Oh, he's working on that Ice Cream sundae.

The mixer?—

It's having a wild old time spinning around.

Minutes pass.

Harassed customer.

Busy-bee soda dispenser.

Merry mixer.

Suddenly—the soda dispenser looks up and remembers he's got a milk shake working. He hurries over, removes the mixing can, pours the milk shake into a glass and sets it before the customer.

Ah! At last. The customer's eyes light up again. Hurriedly he picks up the glass, puts it to his lips—drinks . . .

Slowly, very slowly, a dull disappointed look comes into his eyes. The eager expression on his face vanishes. His shoulders droop a little.

He sets the glass down on the counter.

No! Definitely no!

Fine flavored?—full bodied?—smooth texture?—palatable pleasing milk shake?

No!

The customer rises wearily from his stool and walks out the door—never to return, he vows.

Why?

Time and the Milk Shake. That's why.

A potential regular customer lost because a soda dispenser didn't remember or hadn't learned that the element of time is extremely important in preparing a milk shake.

A potential regular customer lost who, if he had been served a fine milk shake, would probably have told his friends about it. These friends, in turn, enjoying an excellent milk shake, would pass the word on.

All this lost because attention wasn't given to the element of time that is so necessary in the preparation of a quality milk shake.

By studying the chart on the opposite page you will discover that as the amount of Ice Cream in the drink is increased, it takes more time to mix the drink properly.

BUT—also note that the heaviest drink shown takes no more than sixty seconds to mix. Allowing a drink to remain on the mixer for several minutes, will result in a thin tasteless drink and a dissatisfied customer.

In the chart we have a graphic illustration showing that, as we go from the lighter drinks with smaller proportions of Ice Cream and a larger percentage of milk, through the medium drinks and into the heavier drinks with their larger proportion of Ice Cream, the mixing time naturally increases.

The time for a drink containing two number 24 dippers of Ice Cream and 6 oz. of milk is only one-half minute. Not two or three or four.

Indicated on the edge of the circle are the percentages of Ice Cream in proportion to the total drink, and the approximate size of dippers necessary to produce that percentage. These percentages are figured on an 11 ounce drink with 2 ounces of flavor and malted milk powder. The percentage of Ice Cream is figured as the percentage of the total starting volume of the drink of 11 ounces.

You may ask how long does it take to mix a good milk and Ice Cream drink? Naturally the amount of Ice Cream used, coupled with the temperature of the milk and Ice Cream, governs the mixing time necessary to build the maximum taste appeal into a properly finished drink. The mixing time is shortest on the lightest drinks. Heavier drinks require longer mixing. As the percentage of Ice Cream increases, additional time must be taken to aerate the drink properly to its maximum volume and smoothness.

The preparation of a smooth full bodied milk shake requires cold milk (as near 32 degrees F. as possible), good flavoring, a sufficient measure of Ice Cream and proper agitation.

Stinting on the amount of Ice Cream in a milk shake will *not* save you money in the long run. An insufficient measure of Ice Cream results in a thin drink. Since most customers prefer full bodied milk shakes, the thin drink loses customers and lost customers means less profits.

And when you put that milk shake on the mixer remember the time element. Think of the eager expectant customer who went into the store for the first time and ordered a milk shake. Remember what he got?

Think of the dissatisfied customers, the lost business, the decreased profits.

Then think of Time. Time and the Milk Shake.

Time tells—make it sell.

suggestive Selling

If the Ice Cream Department or Soda Fountain is to increase sales volume, and make extra profits, the store owner must either expand his trading area or sell more to the customers he now has.

So many soda fountain operators and Ice Cream retail dealers, even wholesale, generally believe that the best opportunity for increasing sales is by increasing the number of their customers. While this has its proper place in selling, many overlook the great potentiality of selling more Ice Cream and Ice Cream services to their present customers, or using modern methods to stimulate the sales check.

Now just what is suggestive selling? Simply this: when you have made up the combination or dish asked for by the customer and served it—or in other words completed the "called for" sale, there is an opportunity to aid the customer in buying more things, thereby stimulating the sale check or increasing store sales without necessarily increasing customers. The royal road to superior salesmanship is suggestive selling.

Selling by suggestion is a delicate part of store salesmanship—is often abused or overdone and frequently is resented by the customer. The right kind of suggestive selling is of inestimable value to the soda fountain, Ice Cream Department, and the whole store in general.

Suggestive selling, properly applied, should not only help the buyers to buy but also remind them of specials—give ideas for combinations—save time—energy—money—and bring to mind merchandise forgotten or overlooked. It is generally accepted that good suggestive selling methods are indeed a fine means of increasing sales but it can also cause loss of customers and sales when used improperly or by untrained employees.

High pressure methods of selling have no place in food or any business establishment, and have long since been cast aside by the wide-awake merchandiser. A lot of people know exactly what they want when they approach the counter—others are irritated by the salesperson who attempts awkwardly to take up their time by erroneously using suggestions.

First to successfully use "suggestive selling"—complete and adequate preparation must be made and incorporated into a simple, easy to understand, plan. It has been recognized as probably the most difficult of all sales techniques, requires tact—knowledge of products—skill—timing—sincerity—price—and ease of application. It must be understood that no matter what we "sell"—all of us must know how to "sell" people. Therefore the salesperson needs a thorough knowledge of his customers to be able to help them—yes, even think for them.

Salesmen are not born—they are made. Just like movie stars they must study, exert mental and physical effort, respond to training, have a good speaking voice, know when and where to place emphasis, be familiar with tone control, alert, active and have outstanding personalities. They must also graciously accept supervision and suggestions from their superiors. Here are a few easy and simple examples.

SALES STIMULATION

This means an attempt on the part of the girl or boy behind the counter to influence the customer to buy more, or to increase the size of the portion or combination he came in to get. It means selling larger quantities of Ice Cream, etc. A small milk chocolate sells very little Ice Cream—a chocolate milk shake sells more—increases the check and multiplies the satisfaction.

There's more profit in selling a large plate of Ice Cream than there is in selling a small one. When a customer orders a dish of Ice Cream, if you ask politely, "Large?" you'll usually get a positive reply. If your query is "Small?" that's probably all you will sell. If the order is a milk shake you might ask, "With Malt or An Egg," chances are you'll sell one or the other rather than just a milk shake.

NEW COMBINATION OF FLAVORS

Advertise new Ice Cream combinations or seasonal flavors of Ice Cream. A quiet suggestion will be welcomed by many customers and helpful in boosting your sales check.

COMPANION SALE

Don't use high pressure methods, and be sure you know that the item you suggest is truly a companion to the original item ordered, or at least that the original purchase offers a good opportunity for suggesting it.

"A chocolate nut sundae will make a splendid and enjoyable finish to your chicken sandwich. It will help to balance your meal. It is both nutritious and delicious."

"May I top your lemonade with sherbet? It adds zest, coolness and 'n-joyment."

SPECIALS

The Ice Cream department without a special is like a fisherman without bait. A palatable combination featured at an attractive price and a good name makes a fine seller. Special items should be brought to the attention of the customer at an opportune time. The "special" must be good—good for the customer—the price right, and the combination tried and tested before your customers will appreciate it. If the special is "right" and the suggestion tactfully and properly made, it will often result in an increased sales check and thus profit. At the opportune time you might make a suggestion similar to this:

'Tin Roof Sundae.' It is made with fresh vanilla Ice Cream, chocolate sauce, and covered with salted peanuts. The luncheon combination complete is only (your price)."

BUILD UP SALES

Here you must "know" your customer. Yes, it's good to know how much your customer can afford to spend—don't guess—but by observation learn, if you can, whether the customer's income justifies suggesting the higher priced combination. People don't always want the cheapest article. They always want their money's worth—the combination of Ice Cream with fruit flavors and toppings that represent the best value and greatest satisfaction.

PEAK PERIODS

The peak period differs in some stores, so tune your selling to the need of this accelerated period. Downtown it may be from 12 noon to 2:30 P.M.—some neighborhood stores 3:00 to 5:00 P.M.—or 8:00 to 10:00 P.M. and so on. This makes necessary the formation of store rules and sales methods that fit your particular needs in a suggestive selling program.

Some establishments, famous for their suggestive selling, hold a "Taste Parade" of the new specials, so that the soda dispensers and waitresses learn all about how they are made—examine and sample them—then return to their stations completely familiar with quality, portion sizes and selling phrases, backed up by the enthusiasm which they have gained at the "Taste Parade."

Be able to wait on customers quickly—accurately—politely and quietly—and with a view of giving good but speedy service—gaining advantage of increased turnover, which undoubtedly is another way to increase sales.

HERE ARE SOME SUGGESTIONS:

- See that all syrup, fruit and topping jars are full.
- Have on hand an adequate supply of whipped cream.
- Sandwich and salad table fully stocked.
- Menu ready and always presented.
- Lapel badges on salespeople.
- Mirror and window strips in place.
- Personnel alert—clean—well uniformed.
- Dirty dishes promptly removed.
- Clean counter and table tops.
- Designated station for each salesperson or soda dispenser.

It is important to get your employees in a "huddle" and explain that selling by suggestion can and should be used in peak periods, as well as all during the day. If you fail to "sell" your people on this—they'll just become "order takers." Suggestion actually helps to speed service—because it helps customers to make up their minds. It adds interest to the individual's job too—makes their tasks more interesting and encouraging. During peak periods, poor service is even more noticeable than at other times. In planning for peak time business step saving—time saving—arrangement of accessories—service ware and products must be given careful consideration, and action taken to prevent sacrificing quality and service to speed.

SERVING MORE THAN ONE AT A TIME

Naturally, the ability of a soda dispenser to handle and serve more than one customer at a time is important to the efficiency of the store's service. This, however, can only be done when the dispenser uses judgment and does not delay one order to speed up the other. It requires practice and more practice.

Customers should, of course, always be served in the order of their arrival. Be sure to greet the customer you can't get to immediately, so that he knows you are not neglecting him.

IN SUMMATION

Suggestive selling and all service must be diligently studied, thoroughly practised and conscientiously applied. Used intelligently it will increase sales, attract repeat customers and bring you personal satisfaction, and profit.

to sell, talk well!

RICHARD C. REAGER, *Chairman*

Department of Speech, Rutgers University

Everyone who sells should have two objectives. The first, is to create good will for the store or company he represents; the second, is to sell the products of his company or the merchandise of the store. These two objectives are, and should be, the definite responsibility of *all men and women who sell.* They apply with equal force whether one serves behind a counter, or carries a sample case into a store or office.

There are many things which aid one to become a successful salesman. But the greatest single contributing factor to his success is the ability "TO TALK WELL." Chauncey M. DePew once said, "There is no accomplishment which every man can have, which will so quickly make him a career and secure recognition, as his ability to speak acceptably".

To speak acceptably, is to speak carefully and honestly. *To speak acceptably,* is to handle facts and opinions skillfully. *To speak acceptably,* is to speak clearly and persuasively.

THE ART OF PERSUASION

Plato, the Greek philosopher, defined public speaking as "the art of persuading men". This definition, given 2300 years ago, is equally true today. We speak in order to persuade others to do what we wish them to do. As we talk we create impressions which are either favorable or unfavorable. Customers react to us and the ideas we advocate in direct ratio to our approach to them. If we are positive, their reaction is usually positive; if we are negative, their response. in turn, is negative.

The ability to TALK WELL aids SALES SUCCESS. It is a vital force in creating and maintaining good will. It is the principal contact between our customers and ourselves.

CONFIDENCE AND ENTHUSIASM

A salesman must have confidence in himself, in his company, and in the product he sells. Too, he must have an enthusiasm for his profession, and a desire to do the best that's possible in that work. He must be tactful, courteous, and friendly. He must be careful of his health, his appearance, his personal habits. Yet, even if a salesman possesses all these traits and characteristics, he is less likely to be a successful salesman if he talks poorly. IF YOU WOULD SELL—TALK WELL!

CARELESS IN SPEECH

Many men and women who sell are careless in their manner and method of speaking. They violate every positive suggestion for building good will and favorable customer response. I once watched a salesman in a drug store. He dropped his brief case on the counter, pushed his hat back, and interrupted a conversation taking place between the store owner and a young man by saying, "How's tricks, Mister? I've got 'sumpin' which you'll be interested in".

I thought this man must be a representative of some "Magic House" attempting to sell the latest "tricks" of his company. I learned later that he was a representative of a leading company in the New York area. The negative greeting which he gave, the errors in grammar in his opening sentence, plus his rudeness in interrupting a conversation, all combined to make me wonder as to the training he had received.

Surely he was not talking well.

I suppose this salesman meant to say, "Good Morning, Dr. Sipple. I represent the BLANK COMPANY, and would appreciate the opportunity of explaining a new

plan of my company". But he did not say that. He first had to make a "wise-crack," and then, without regard to the impression he might make, threw out the first word which came to mind.

OVER BEFORE BEGUN

The owner of the store was not impressed; the interview was over before it had begun. The salesman pulled his hat forward, took his case, and walked away muttering, "O.K. Mister".

I do not know whether that company representative greets every customer that way or not. I only know that he did not even have a chance to explain his proposition in the Sipple Pharmacy because he did not know how to talk well.

It is so easy to talk well. Any salesman can do so. All that is required is to observe a few principles of common sense every time we speak.

WHAT ARE THESE PRINCIPLES?

1. Be pleasant, gracious, friendly in your speech and manner. Avoid WISE-CRACKS, PUNS, ATTEMPTS AT HUMOR, FORCED GREETINGS, SLANG. Practice COMMON COURTESY ALWAYS!

2. Act in a man's place of business as you would act in a friend's home. Remove your hat, place your brief case on the floor, do not interrupt the conversation of others, smile and be sincere in your opening greeting. This applies equally to those who wait on customers from behind a counter. A clerk dispensing soda or ice cream, should be as careful in his speech and manner, as the owner of the store if he were having a conversation with the president of a bank. Customer good will is not encouraged or obtained by clerks asking, "*Whatcha* want, Pal," or "Flip the order, Mister," or "Here you are, Toots," or any other of the usual greetings given at counters in stores all over the country.

3. Avoid lazy, careless language. Do not say:

"choclit"	for	"choc-o-late"
"govment"	for	"government"
"c'mon"	for	"come on"
"yeh"	for	"yes"
"nope"	for	"no"

4. Do not substitute vowel sounds. Do not say:

"kin"	for	"can"
"jist"	for	"just"
"fir"	for	"for"

5. Open your mouth when you talk. Do not run words together. Avoid "and-uh's," "ers," "ahs" and grunts and groans while talking. Do not say:

"whatcha"	for	"what do you"
"sumpin"	for	"something"
"didja"	for	"did you"

6. Do not drop final consonants. Do not say:

"doin"	for	"doing"
"goin"	for	"going"
"seein"	for	"seeing"
"nex"	for	"next"

7. Do not make up your own vocabulary. Avoid:

"lemme"	for	"may I"
"gotta"	for	"must"
"foist"	for	"first"
"fillum"	for	"film"

8. Have your voice alive. Use a pleasant tone. Avoid the sing-song monotone of most people. Smile with your voice, and show respect for your customers as you talk with them.

9. Talk quietly. Loud speech bores quickly, and causes resentment. Avoid an argumentative tone. Always remember that a store is not a place for controversial speech dealing with politics and religion. Avoid all meaningless conversations.

10. Use short sentences. Vary your rate of speaking. A good speaker talks about 150 words a minute. Your oral sentence structure should have punctuation.

11. Avoid knowing "all the answers". Remember a salesman is not supposed to be a walking encyclopedia. Do not attempt to have a point of view on every topic, or ever force that point of view on others.

12. Increase your vocabulary. There are over 600,000 usable words in the English language. The average salesman has a working vocabulary of under 30,000 of these words. Use synonyms for your pet phrase. Do not always say, "It's a NICE DAY." (Almost everyone says "It's a Nice Day.") There are at least 750 descriptive words having the same meaning as nice. Use these other words. Use a better vocabulary if you would TALK WELL!!!

13. *Know your Customer, and address him by name.* Nothing helps a man sell more than the personal

approach. It not only *shows interest*—it creates interest in you and your product.

14. Maintain your personal dignity at all times. Be professional while speaking. Learn one new thought about your own personality every twenty-four hours. Take inventory of your own selling ability—your weakness and your strength. A good salesman reads and studies good texts in Speech and Personality development.

15. Remember the sage advice of Demosthenes, who said, "As a vessel is known by the sound, whether it be cracked or not, so men are proved by their speech, whether they be wise or foolish".

APPLY THESE SIMPLE RULES

The constant use and application of these simple, common sense rules, will help any salesman to talk well. And he must talk well if he would sell. In this day and age, wherein so much of our success depends upon the impression we make upon people, we need to be particularly careful of the way we talk. If effective personality is definable, it can be considered as being the sum total of all the characteristics and qualities which we possess, which vitally effect other people. No one characteristic is as great or as important as the impression we make when we talk to others.

If our tone is pleasant and modulated, if our articulation is clear and concise, if our pronunciation is correct, if our diction is good, and if our sentence structure satisfies the essential rules of good grammar, the chances are that the impression we make on others will be greater than if we talked in a careless, lifeless, or indifferent way.

TAKE STOCK

Take stock of your voice, speech and manner. Be proud of your mother tongue and use it correctly and effectively. Be direct and establish good eye-contact when you talk to a customer. Have confidence in yourself and enjoy the job you do. Plan your approach before you call on a new lead. If you use the telephone to establish a contact or to make an appointment, use the same principles of good speech that you would use when talking to a person face-to-face. Never unload personal feelings on a customer. Be pleasant, gracious, friendly at all times. Show interest in the other fellow, his problems, and his business. Be enthusiastic and sincere about your store or your company, your product, yourself.

EASY AND PROFITABLE

It's easy and profitable to talk well. The proof of the pudding (in this case) is in the selling. If you want to become a superior sales person, instead of the ordinary run of the mill garden variety remember always—That "To Sell—You Must TALK WELL."

Develop Your Voice

First impressions are lasting. Your *voice* is the first impression you make on your customer. Without a doubt, proper care and training of the voice will pay you big dividends as a salesperson.

Study over these eight points:

1. **Try "THE VOICE WITH A SMILE"—it works!**
2. **Don't be a phonograph—talk INTERESTINGLY.**
3. **Don't talk loud; a low voice inspires confidence.**
4. **Talk *TO*, *AT* and *WITH* your customer.**
5. **Watch your breath—keep it pleasant, fresh.**
6. **DON'T DRAWL—SPEAK OUT!**
7. **Watch out for colds; hoarseness defeats sales.**
8. **Don't try to talk when you are out of breath.**

An artist makes his living by the skill of his fingers; an athlete by the strength of his muscles; a salesperson by the effectiveness of his voice. You don't need be an orator, but proper training of the voice is all-important and should be done.

Try talking to yourself—in front of a mirror—acting as both salesperson and customer. Repeat the things you have said over the counter. Does your voice do a selling job? Practice this test over and over and you will soon see favorable results.



Very Important People

Very important people? Yes, you who serve and sell at all the thousands of soda fountains are very important people. You will perhaps laugh at the idea that you are an ambassador. That, you think, is big stuff way out of your daily routine. Yet, you are an ambassador of good will from your store to your customers.

Ambassadors represent their country in foreign lands. But did you ever stop to think that you represent your store to customers—so the idea isn't so absurd, is it?

People form a more favorable idea of a country, when its ambassador is friendly, gracious and alert to create prestige for his country.

Customers have a more favorable impression of the soda fountain if the personnel are alert and friendly.

People like and will go out of their way to be served by a friendly person. Since the only contact most customers have with the store are with the persons who take and fill their orders—you can easily see why the friendliness and efficiency of the soda dispenser is so important to the store soda fountain. You, the soda dispenser, are the store to that customer—and the way you treat him or her determines his reaction toward the store.

HE SAW—AND LET THEM KNOW

Here is an illustration of the value of this form of contact. At a popular dining room the waiter had several tables, but he spoke to waiting customers as he went by—"Good morning, I'll be right with you." Then very soon he came back. They were looking at the menu—and he made a suggestion about one of the day's specials—which was ordered and he brought promptly—(advantage to him, for specials can be more quickly served—advantage to the customers, for the meal came more quickly).

AND A GOOD SUGGESTION

He kept his eye on them—and as they were finishing, he came up and said—"May I bring you some Ice Cream pie? It's very popular"—and he had sold dessert—also a special of the house. Yes, he was a good ambassador. Gave his customers a good tip on choice, and served them so pleasantly that they left with a most friendly feeling for that dining room. Whether that waiter and his manager know it or not, he is an "important person" to that dining place. In fact, the customers remarked on the pleasure which the waiter's cheer and thoughtfulness had added to the meal.

CUSTOMERS

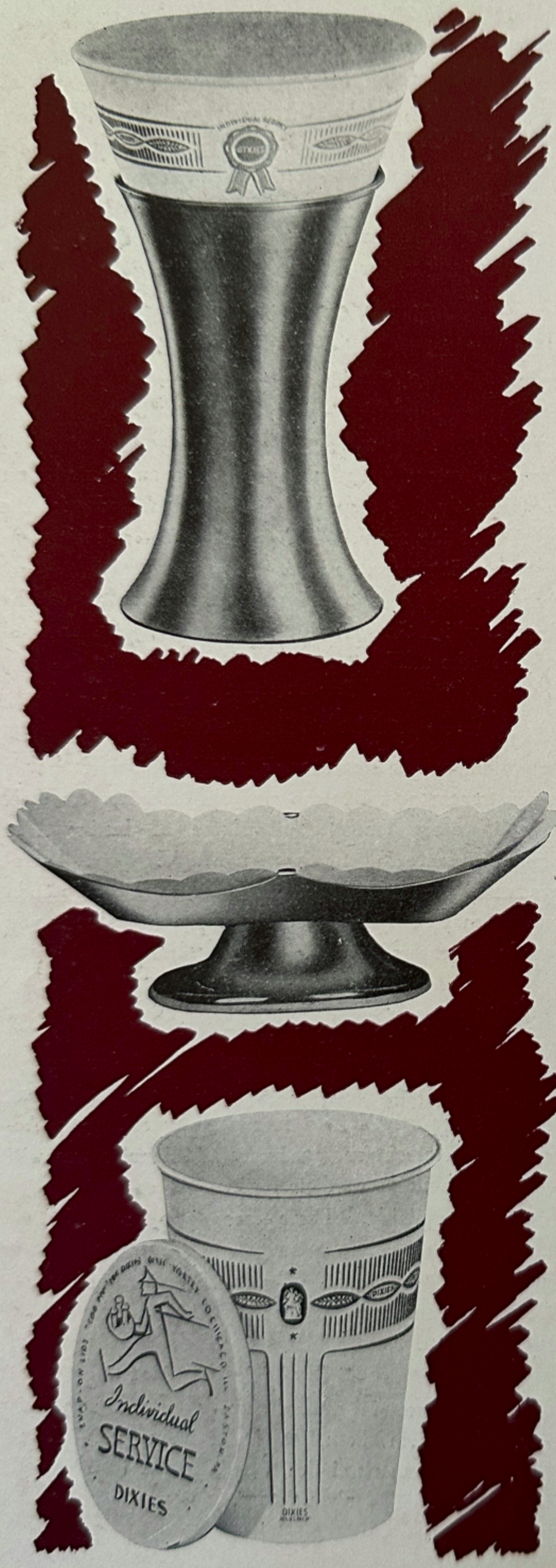
Yes—soda dispensers are important people—and so are the customers. We sometimes overlook the fact that it is the customers actually who pay the salaries. As their trade increases the store's volume of business, so it may also increase your chances of higher wages. Therefore, building customer good will for your store's soda fountain may really have a dollar and cents value to you as soda dispensers.

RESPONSIBILITY

Importance always means responsibility. As important people, soda dispensers are responsible for the customers' feeling about your store, your service, your products. The soda dispenser's field is constantly enlarging. According to a recent survey, many additional stores will add soda fountains to their business as soon as equipment is available. There are also many store owners who expect to enlarge present soda fountain facilities. Here will be additional opportunities for wide awake young people to take positions which can be built better and better, if they give their attention to the right way to attract customers—and hold them.

It puts power in your hands—yes, and responsibility. Use them both, to build your soda fountain into a customer's choice, which reflects in increased sales and good will for your store.

You are important people!



paper services

THE ICE CREAM SODA IN PAPER SERVICE

Paper soda cups are available in 10, 12 or 14 ounce sizes. The modern fountain service is based on cone shaped cups, in which the edge is made stiff and firm. Cups of both sizes are used interchangeably in holders of one standard size.

The cone shape allows for "whirlpool mixing" of syrup and carbonated water, resulting in a drink with a good head.

In handling paper soda cups care should be taken to avoid touching the rim or inside of the cup.

Ice Cream sodas in paper follow standard procedure and measurement for preparation as given in the formula section of this book. Quality syrups and flavors, chilled highly carbonated water, plenty of Ice Cream, and prompt service of the completed drink are the essentials of the Ice Cream soda which build a reputation for the retail store.

THE BANANA SPLIT

10 ounce Dish liners of dry wax paper provide a convenient service for banana splits. The liner clips itself to the chromium plated holder and is held firmly in place until removed.

The Banana split is made in paper service in the usual fashion—a variety of formulas will be found elsewhere in this book.

CARRY OUT SERVICES

The flat bottomed (carry out) paper cup is available in sizes from 6 to 24 ounces. These cups are used for a variety of soda fountain and Ice Cream Department services as well as for carry out purposes. They come either sealed to receive tab lids or unsealed for use with snap on lids. The small sized cups are often used at the soda fountain or Ice Cream department for service of soft drinks, fruit juices or water.

THE MILKSHAKE OR MALTED IN PAPER SERVICE

Paper cups are available in from 16 to 24 ounce sizes and in three basic styles:

Pleated one piece cups
Two piece cups
Conical cups

No holders are necessary for pleated or two piece cups because they have flat bottoms and are specially treated for firmness and rigidity. Holders are required for conical cups because of their shape and lighter construction. The three sizes in these two styles are provided with cap seats so that lids can be inserted when drinks are carried off the premises.

There is a great deal of flexibility in developing a formula for a milk drink, depending on local tastes and preferences. The ingredients for a milk shake should be mixed in a drink mixer until thoroughly blended. Drinks should be served with a jumbo straw.

It is extremely important that the milk should be thoroughly chilled—preferably at 34° Fahrenheit or lower. The colder the milk, the quicker the drink will fluff up to its full volume.

THE SUNDAE IN PAPER SERVICE

Paper Sundae Dishes are available in 4, 6 and 8 ounce sizes and in three styles:

Pleated one piece dishes
Two piece dishes
Conical dishes

Pleated dishes and two piece dishes are strongly constructed and specially treated for rigidity. They may be used with or without holders. Conical dishes are of lighter construction and require the use of holders.

In preparing a sundae in a paper dish, care should be taken to pick up the dish without touching the fingers to the rim or the inside of the dish. Most dish holders are equipped with a device that provides a fast, sanitary "pick-up" method.

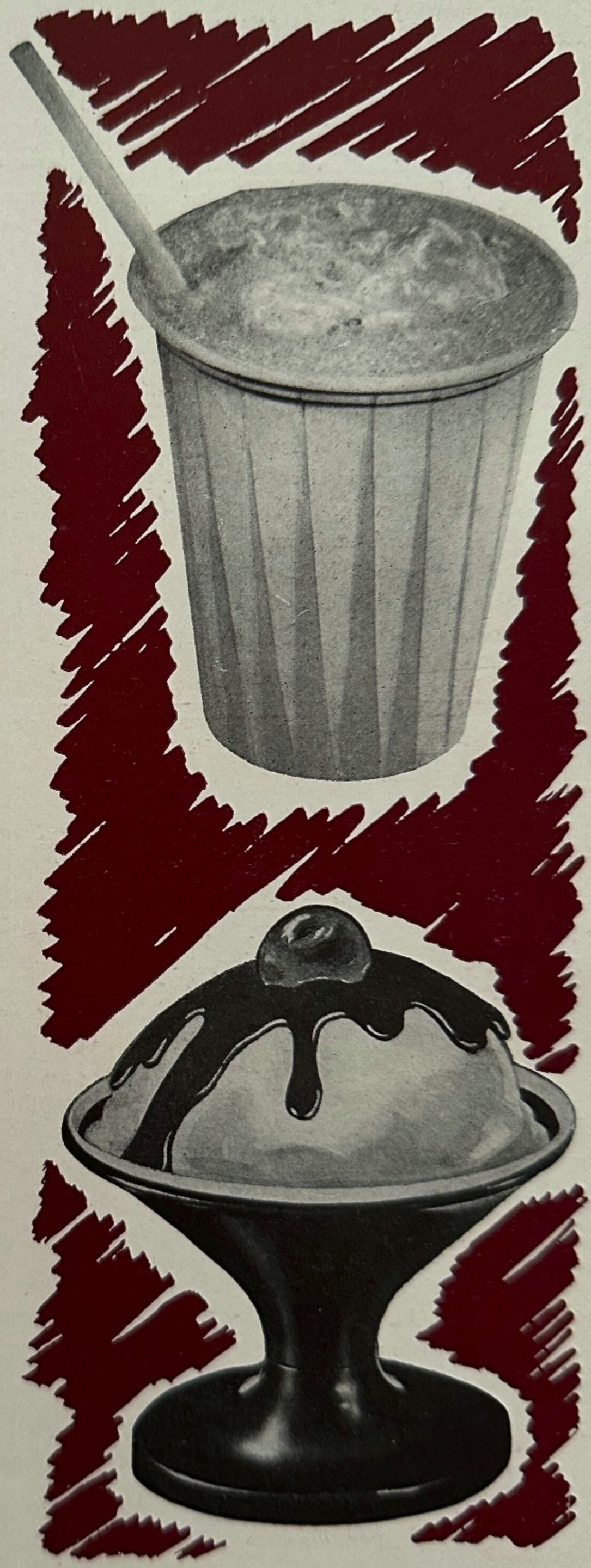
After the dish has been inserted in holder, place a full rounded dipper of Ice Cream in the center of the dish. Add Fruit, Syrup, Fudge or other topping. If nuts are used, sprinkle over topping. Garnish with whipped cream and a cherry or other suitable decoration.

When following formulas which advocate two dippers of Ice Cream in other services, it is well to use a single dip in the paper service which approximates the measure of the two dips. For instance, one #12 dipper could be used in a formula calling for 2 #24's—the other ingredients of the formula would then be in correct proportion. Eye and taste appeal is thus maintained.

Paper service is often used for making Invitation or Budget sundaes—which are smaller than a regular sundae service, and suitable for combination selling.

Neat, attractive sundaes are a good profit item and bring repeat business. Prepare them carefully and give them plenty of eye appeal.

The use of paper service enables the store with only an Ice Cream cabinet to extend its service, and diversify its offerings with little added expense.



how to dip ice cream correctly and profitably

To lower Ice Cream surface evenly, keep can stationary and always dip or cut from highest surface of Ice Cream.

When placing Ice Cream on a cone press the ball of Ice Cream gently but firmly on the cone with the outside of the dipper bowl.

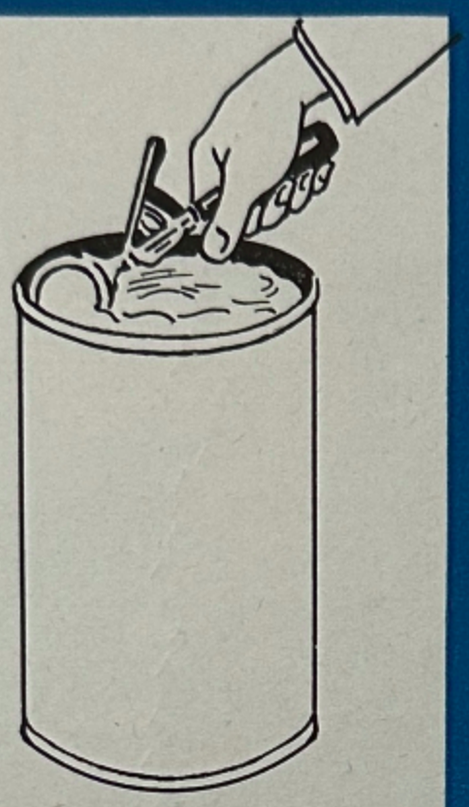
Handle dipping tools carefully. Check dipper to see that it is not bent, that edge is sharp, without nicks. If nicked, bent or dull, return to manufacturer for repair.

Check Ice Cream temperature. Ice Cream should be firm enough to cut readily, not so hard that much pressure is required to fill dipper, not so soft as to cause undue shrinkage. Check with your Ice Cream manufacturer for correct temperature.

right

wrong

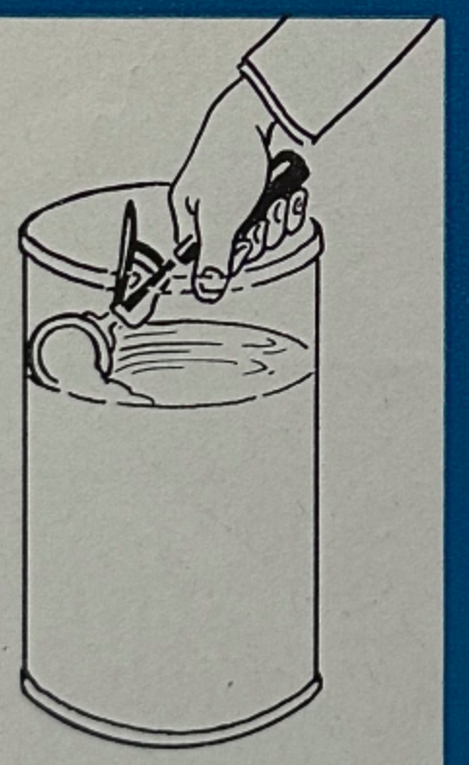
After tapping dipper on pad to remove excess water, start dipper close to can wall not deeper than ½ inch into Ice Cream. Draw dipper in circular motion across surface, following dips around until an even layer is removed. No Ice Cream adhering to sides of can.





Forgets to tap dipper on pad. Jabs the dipper with all his weight, draws it to side of can with main force—presses a lot of Ice Cream into a small looking dip—pushes out profit.

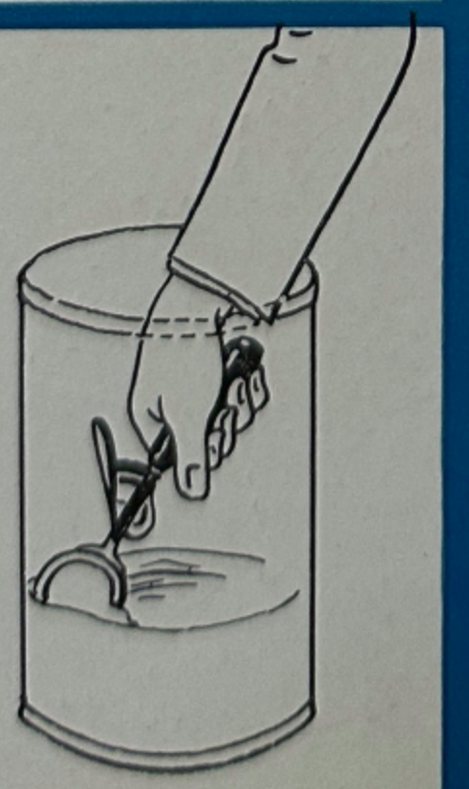
Remove one layer at a time all the way down, cutting ribbons of Ice Cream off the surface, rolling into a smooth round ball filling the dipper.





Keeps jabbing with a dull edge dipper until he makes a hole way down in center, Ice Cream clinging to wall of can. Uses heavy pressure. Digs Ice Cream out by force — breaks down texture.

Cutting out each serving without crushing from nearly level surface, right to the bottom of can. Use moderate pressure and where possible cut portion off against Ice Cream to prevent compression. Lowering surface evenly improves yield per can, maintains texture, prevents soft Ice Cream and ice particles and makes more profit.





Now he finds it necessary to scrape down Ice Cream from sides of can. Pushes it into and fills the hole to even up the surface, further reducing the number of dips per can and forcing out profit.

"sizing" up your dipper for money's worth portions

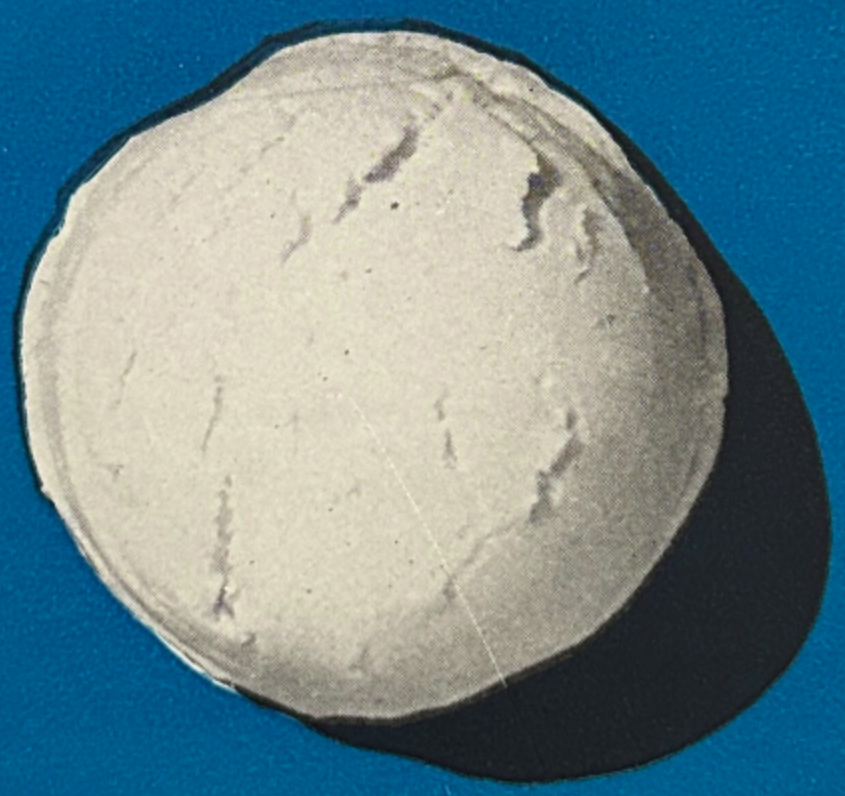
No. 30. Too small for a dish of Ice Cream. 3 on moderately-priced banana split—4 for Ice Cream bowl—3 for parfaits.



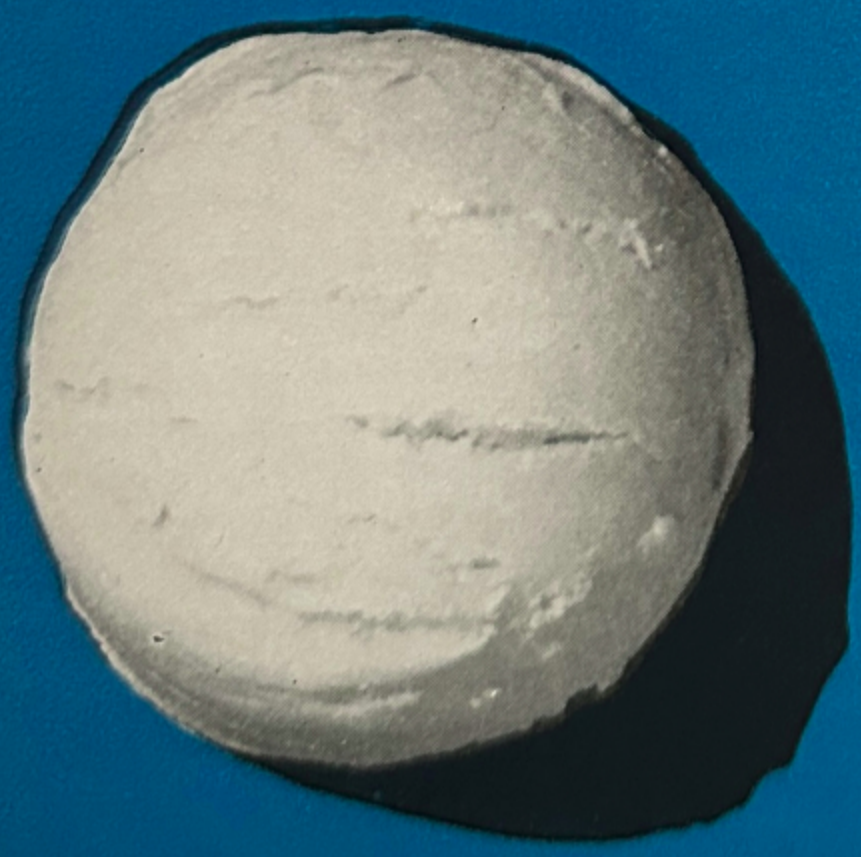
No. 24. Too small for a dish of Ice Cream. Use for cone service—2 for Ice Cream soda or milk shake—3 for banana split.



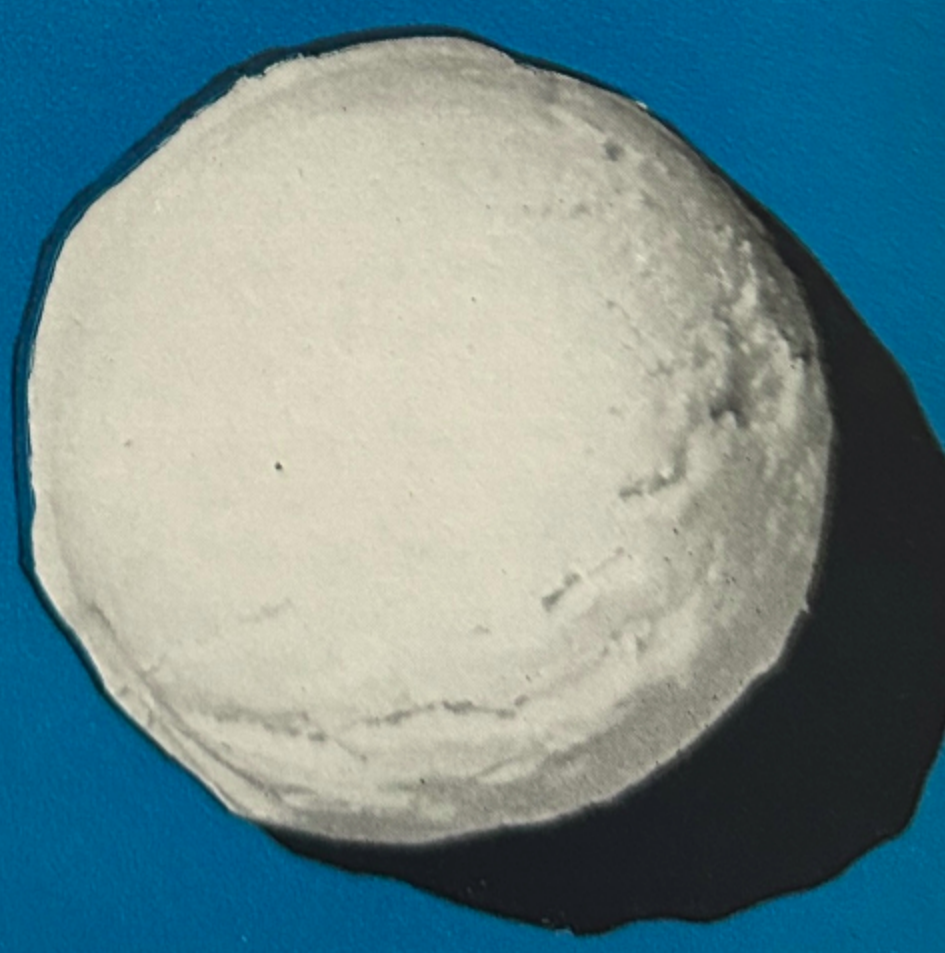
No. 20. Too small for a dish of Ice Cream. Use 1 for pie, cake, pudding with Ice Cream — 2 for Sundaes.



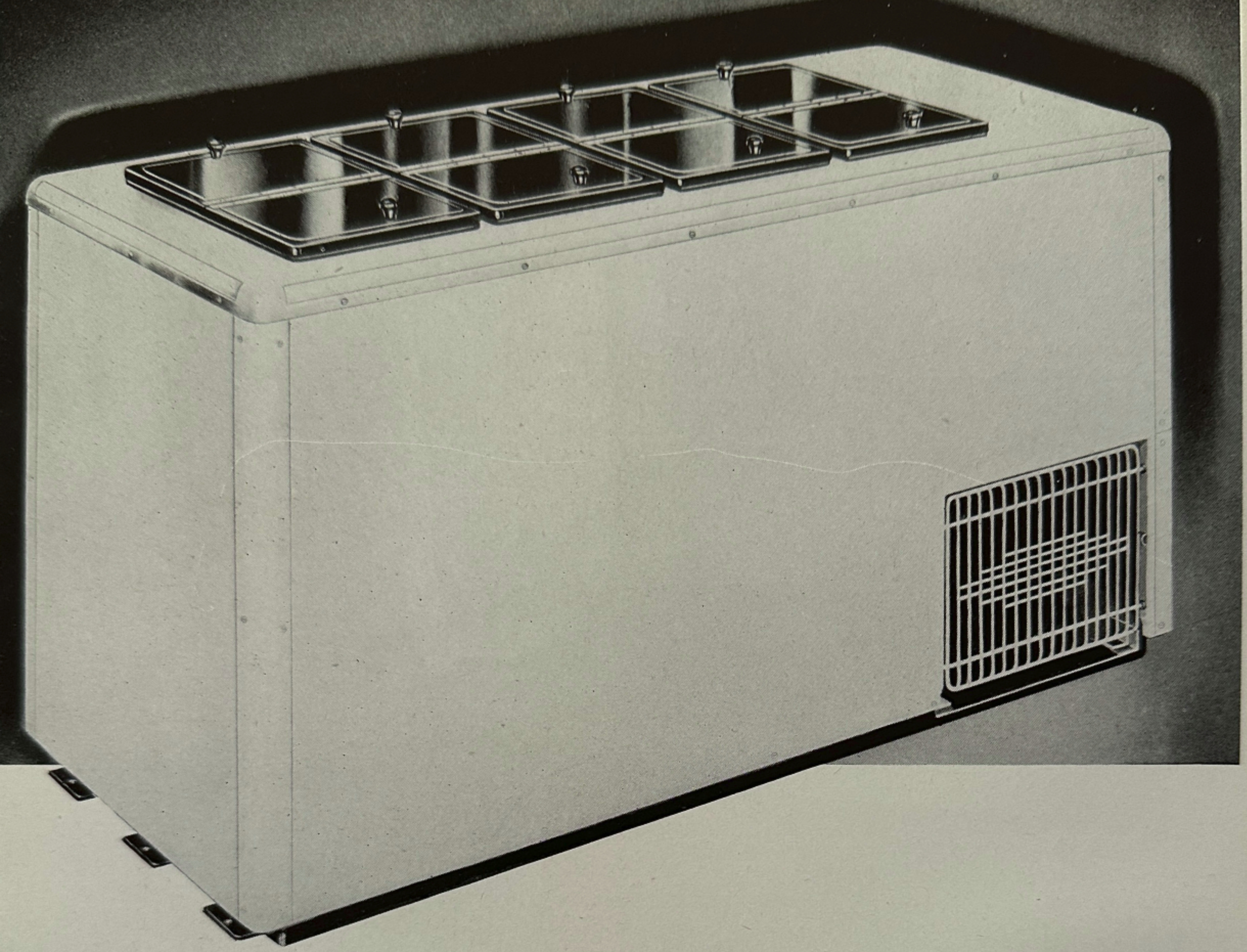
No. 16. Good on table d'hote meal for portion of Ice Cream or for sundae in paper service.



No. 12. Money's worth portion for a dish of Ice Cream. 1 for sundae in paper service or in round or stemmed dish.



Loaning the homemaker a dipper for home service increases carry out sales



DON'T SIT ON YOUR GOLD MINE

...work it!

start digging at these points to build up your pay load

Cleanliness Pays. Old or new—a soda fountain or Ice Cream Department doesn't *attract* unless it flashes "it's clean here". Keep everlastingly at the little things that count for presenting a neat, clean and sanitary appearance. Be particular to keep the floor in front of the fountain or cabinet swept and free from matches, cigarette butts, and other things customers drop. Even a clean cabinet needs a clean setting, to invite! Keeping clean isn't easy, but it is worth the effort—because it is one of the greatest drawing powers of your soda fountain.

Streamline your menu. Concentration on a few items, each one well made, with formula accurately followed so that customers get the same sized portion, the same blend of flavors, every time they come—helps build *reputation*. Work out your menu, giving thought both to the equipment you have and personnel. You can build volume on the services in which your particular setup can be most effectively used—and personnel can work most efficiently.

Use quality ingredients. Quality ingredients should be carefully blended by painstaking dispensers—into the best sundaes, sodas, milk drinks, etc., which can be made. The quality of food served at your soda fountain reflects the quality of all the other merchandise sold in your store.

Follow through on service. The friendliness of pleasant service is a powerful selling force. Combined with the other factors mentioned here, it attracts the buyers—a necessary part of the profit picture.

a "take home" section

Here is another idea for "working the gold mine". Set up a "Take Home" section at one part of your soda fountain.

This has several advantages:

1. It helps direct fountain traffic—so that the packages can be easily dispensed without disturbing customers who are being served at the fountain.
2. Identifying "take home" helps direct customer attention to this service—thus is a good *reminder*—which results in many additional sales. This helps create a higher gross return for the entire soda fountain.
3. Promoting "take home" Ice Cream gets more people in the habit of eating Ice Cream more times. "It's so easy to serve Ice Cream at home."

Select a portion of the soda fountain which could be used for the sale of package Ice Cream. Store your packages in the cabinet at this section, then use unfilled cartons, of size and variety you sell, to display on the back bar.

Simple signs like those shown in the picture, identify the section. Dispensers can also call it to the attention of customers.

For the Cabinet

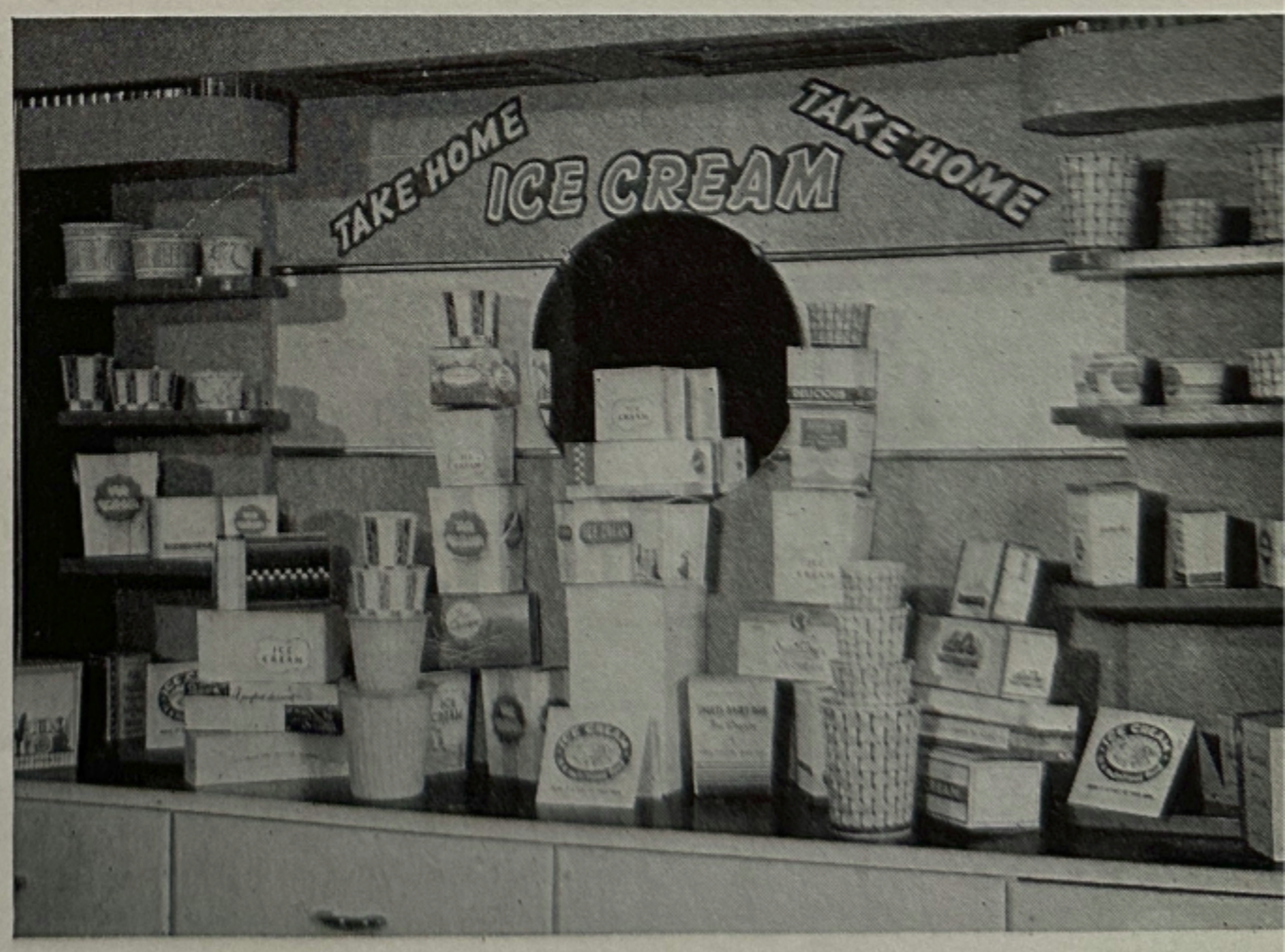
For the store without a soda fountain—a "take home" display at the cabinet sells a *lot* of Ice Cream. *Reminder* displays get buyers' eyes—and many a carton of Ice Cream goes home—that would otherwise stay in your store.

Every extra sale helps profits. "Take Home" displays make extra sales.

Thar's *gold* in those wells.

Don't sit on the gold mine—work it!





home services

USING ICE CREAM

RECOMMEND THESE RECIPES TO CUSTOMERS OF YOUR TAKE-HOME DEPARTMENT. MERCHANDISING ICE CREAM FOR USE IN HOME DESSERTS WILL BUILD GOOD WILL AND INCREASE VOLUME

BLUEBERRY ORANGE ECLAIR

Fill pastry shells with orange sherbet or orange Ice Cream. Cover with preserved or canned blueberries. Decorate with a whole marshmallow.

BROWN BETTY WITH ICE CREAM SAUCE

Into an individual serving dish, place a portion of brown betty. Melt down Vanilla Ice Cream in sauce form. Cover the Pudding with a good portion of the Ice Cream sauce and decorate with a whole cherry.

CRANBERRY PUFF

Fill cream puff shell with sherbet or Ice Cream. Add top of shell and cover with a generous portion of special cranberry sauce. Decorate with a whole marshmallow.

Cranberry Sauce:

Grind through meat chopper one pound fresh washed clean cranberries, to which has been added the rind of one orange.

Add two cups of sugar and one cup crushed pineapple, and the juice of one orange. Allow to stand in crock or glass mixing bowl for about three hours.

CUP CAKE SURPRISE

Split a cup cake and place one half on small plate. Add a serving of Vanilla Ice Cream. Cover with other half of cup cake. Add a spoon of crushed strawberries. Decorate with whipped cream and whole cherry.

ECLAIR NUTRITIOUS

Split an eclair shell and place the lower half shell on small plate. Fill with a serving of Vanilla Ice Cream. Add the other half of eclair shell. Cover with one spoon of hot or cold fudge sauce. Garnish with whipped cream and whole cherry.

LADY FINGER SURPRISE OR COUPE GRAND MAISON

Line the sidewalls of a dish with Lady Fingers. Add a serving of Vanilla Ice Cream. Surround with crushed pineapple. Top with a spiral of whipped cream and a red cherry.

FRITTER SUNDAE

Into a round, flat, dish place a hot banana fritter. Top with a serving of Vanilla Ice Cream. Cover with two tablespoons of hot maple syrup and garnish with a red cherry.

FRUITED ICE CREAM PUFFS

Drain the juice from the fruit cocktail or fresh fruit. Dissolve 2 tablespoons of corn starch in juice from the fruit. Bring the balance of juice to boiling point. Add the corn starch and cook until it thickens. Remove from heat and add lemon juice. When cool, pour over the fruit and chill. Slit cream puff shells, place both halves on a plate, add a portion of Ice Cream in each half and towards center cover with a portion of the jellied fruit. Whipped cream and whole cherries may be added for decoration.

ICE CREAM IN A NUTSHELL

Take one rounding tablespoon each of Vanilla, Strawberry, and Chocolate Ice Cream. Form each in a ball and roll in chopped walnuts or chopped pecans.

Place the three nut-covered balls of Ice Cream in a round dish, or on a dessert plate. Garnish each ball with a whole strawberry.

LADY FINGER A LA MODE

Split a lady finger and lay on a dessert plate. Cover with a serving of Strawberry or Vanilla Ice Cream. Over the Ice Cream ladle crushed strawberries, top with whipped cream and garnish with a whole strawberry.

PEACHY PEACH ICE CREAM SANDWICH

Place a slice one inch thick of sponge cake on a serving plate. Top with a serving of Ice Cream. Cover with a slice of sponge cake. Top with a ladle of sliced peaches. Garnish with whipped cream and decorate with peach slice.

Either canned, quick frozen or fresh peaches may be used.

PINK 'N' PRETTY FROSTED COCKTAIL

Chop maraschino cherries. Mix with canned grapefruit section. Fill stem sherbet dish with the mixture. In center place a serving of Cherry or Raspberry Sherbet or Fruit Ice. Decorate with a Cherry.

SPLIT COCONUT LAYER CAKE WITH ICE CREAM

Split a slice of coconut layer cake and place on small plate. Between the slices, insert Vanilla and Chocolate Ice Cream. Garnish with whipped cream and whole cherry.

SPICED BUTTERSCOTCH ROLL WITH ICE CREAM

Place a slice of Butterscotch Roll (similar to Jelly Roll) on a plate. Top with a serving of Vanilla Ice Cream. Dash over the top a sprinkling of nutmeg and cinnamon.

SPONGE CAKE MELBA

Place a sponge cake ring on a pie plate. Into the cavity, place a half peach, cavity side up. Into the cavity put a serving of Peach or Vanilla Ice Cream. Cover with one spoon Raspberry syrup and decorate with a spiral of whipped cream.

BRANDI-COT COUPE

Into a sherbet glass put ½ oz. "Brandi-Cot" Fruit (a commercial preparation) add one small serving Lemon Sherbet and one small serving Apricot Sherbet. Put around edge of Sherbets one spoon of "Brandi-Cot" Fruit. Garnish with whipped cream and a Green Cherry.

COMBINATION SALAD SUNDAE

Dice canned or fresh pears, peaches, pineapple. Halve large sweet cherries or maraschino cherries. Mix all in a generous amount of marshmallow creme.

Pour a portion of this mixture over any fruited Ice Cream, sherbet or fruit ices. Serve in sherbet glass.

FROSTED FRUIT WHIP

Use half Ice Cream and half sherbet. Whip together into a smooth mixture and fold in sliced peaches (allow a tablespoonful of peaches for each serving). Pour into a sherbet glass and top with a little marshmallow creme or a whole marshmallow, or whipped cream.

Serve with a tray of small cakes.

"HOME-MADE" SUNDAE

Into a six or eight ounce glass, place a serving of Vanilla Ice Cream. Cover this with Chocolate Sauce. Add a spoonful of Vanilla Ice Cream. Cover this with Chocolate Sauce. Add a spoonful of Vanilla Ice Cream. Cover this with Chocolate Sauce. Fill glass with Salted Spanish Peanuts.

ROYAL COUPE

In the bottom of a sherbet glass, put three slices of orange in very thin syrup. Add 1 spoon of Lemon, Pineapple or Orange Sherbet, or Fruit Ice. Then add a spoon of Vanilla Ice Cream and surround with fresh strawberries.

Run a border of whipped cream between the berries, near edge of glass and garnish with a whole strawberry.

STRAWBERRY WHIP

Whip together 1 pint and ½ to ¾th cup of Strawberry Ice Cream and crushed strawberries. Pour into a stemmed sherbet glass and top with a goodly portion of whipped cream and a whole strawberry.

FROSTED FRUIT COCKTAILS

Into a 10 oz. glass put 7½ ounces cold fruit juice. Float a ball of fruit sherbet or fruit ice on top.

COMBINATIONS: Orange Juice with Pineapple Sherbet or Fruit Ice, Grapefruit Juice with Orange Sherbet or Fruit Ice, Grape Juice with Lemon Sherbet or Fruit Ice, Pineapple Juice with Raspberry Sherbet or Fruit Ice, Tomato Juice with Lemon or Lime Sherbet or Fruit Ice, Prune Juice with Orange Lime Sherbet or Fruit Ice.

HOSTESS GINGER ALE SODA

Into a glass place a generous serving of Orange Ice or Orange Sherbet, pour gingerale over slowly, to fill glass.

Serve on a doily covered plate with 2 or 3 ginger snaps, spoons and straws at the side.

ICED TEA FLOAT OR ORANGE TEA COCKTAIL

Into a tall Ice Tea Glass, put two tablespoons of orange syrup. Add cracked ice and fill glass nearly full with freshly made tea. Top with a spoon of orange sherbet or fruit ice. Decorate with an orange slice. Sprig of mint improves flavor and eye appeal.

ORANGE RICKEY

Fill a 12 ounce glass half full with freshly squeezed Orange Juice, add plenty of cracked ice, and enough ginger ale to almost fill the glass. Float into the drink a spoonfull of Orange Sherbet. Garnish with a Red Cherry, a Slice of Orange and a Sprig of Mint.

PINEAPPLE PUNCH

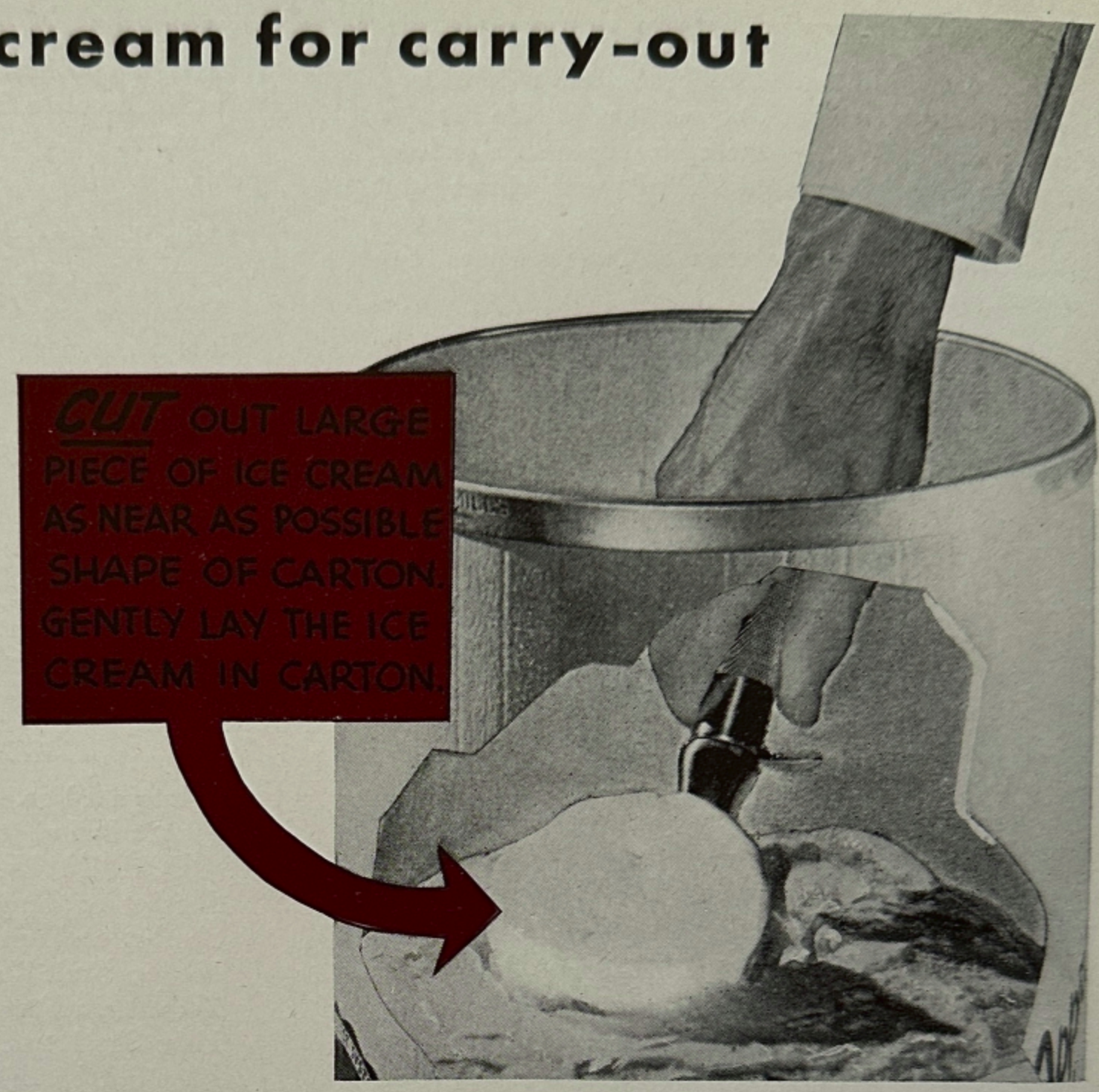
Into a large bowl place 1 large can (46 oz.) of pineapple juice, and 1 pint of lime sherbet. Mix the sherbet and pineapple juice thoroughly together, with an electric mixer if available.

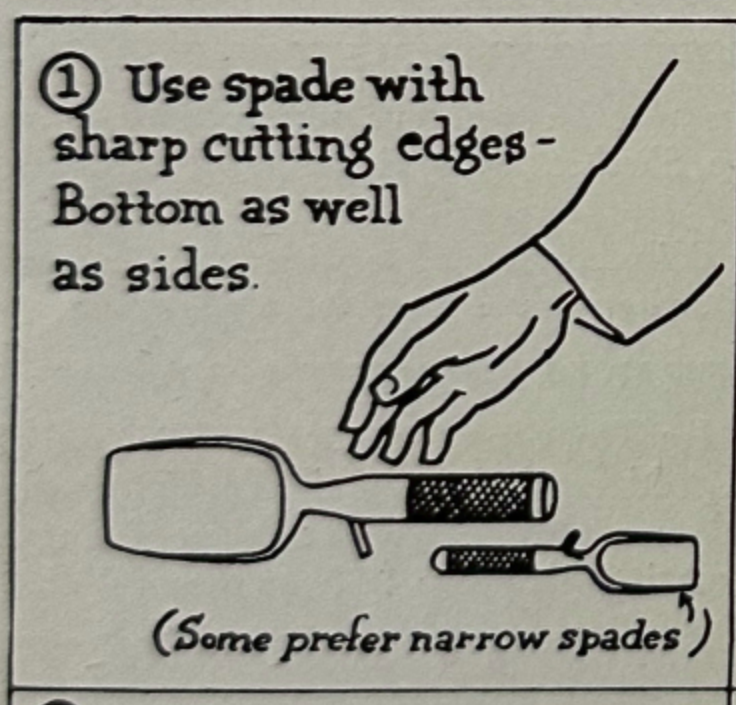
Serve in tall glass and decorate with a sprig of mint. Serves 6 or 8.

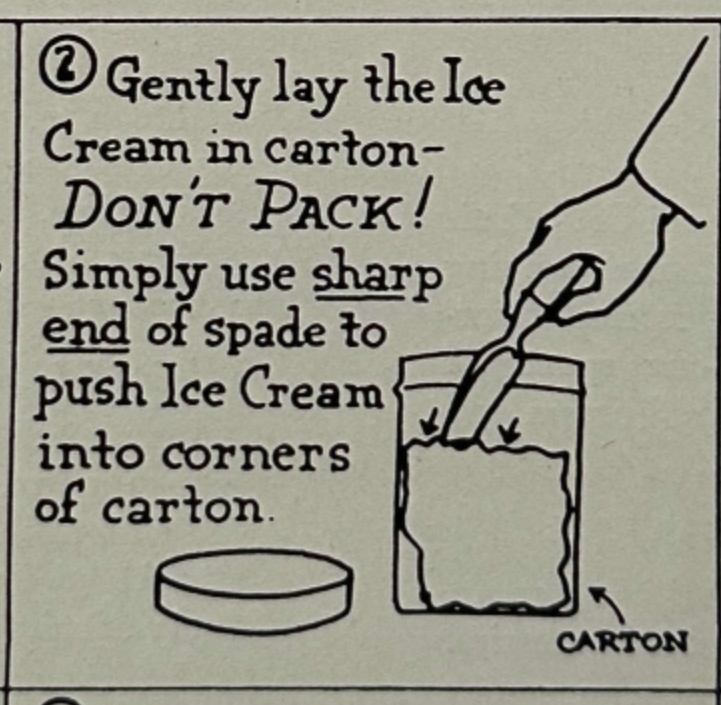
packing ice cream for carry-out

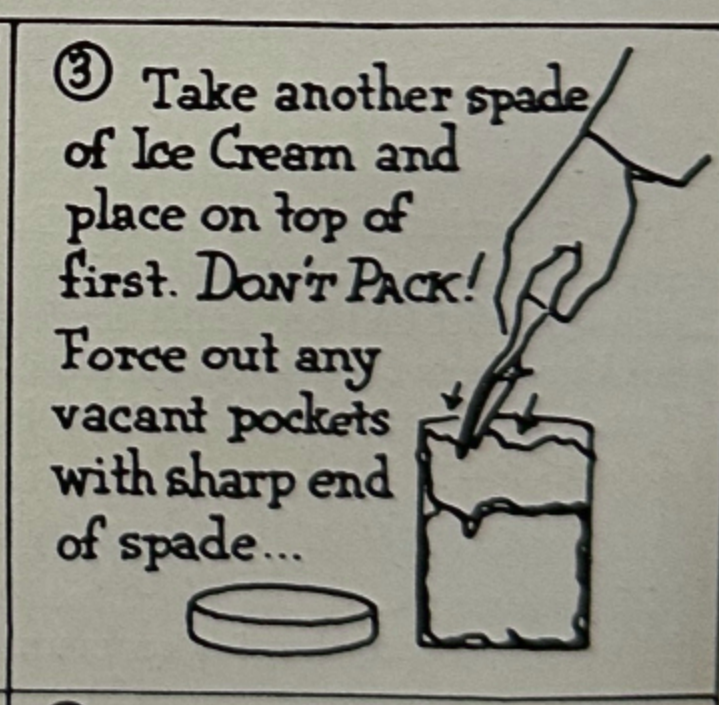
The following charts show the proper method for packing Ice Cream for carry-out. As with dipping for fountain services, it is important to be sure that; (1) the dipping spade has a good cutting edge; (2) the Ice Cream is at proper dipping temperature, to dip well without undue pressure, but not soft as to diminish per can yield; (3) the soda dispenser learns and follows the correct method both for customer satisfaction and store profit.

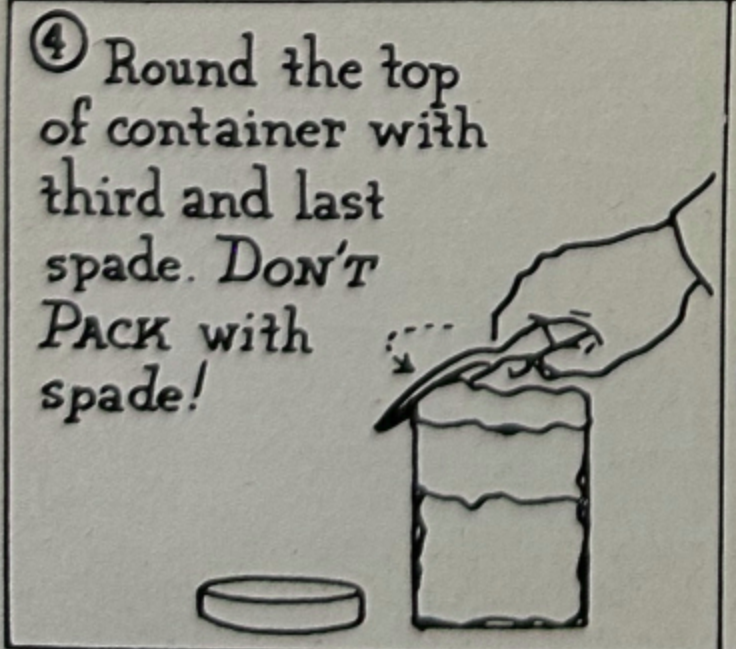
When packing square cartons, place carton in a metal or wire form. Press all flaps down. Hold the flaps down with left hand, keeping hand away from top to avoid touching Ice Cream.

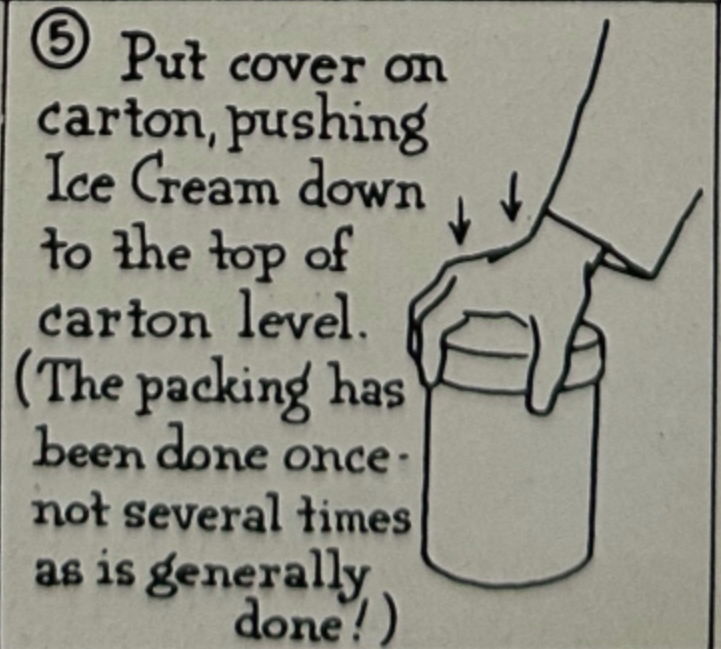


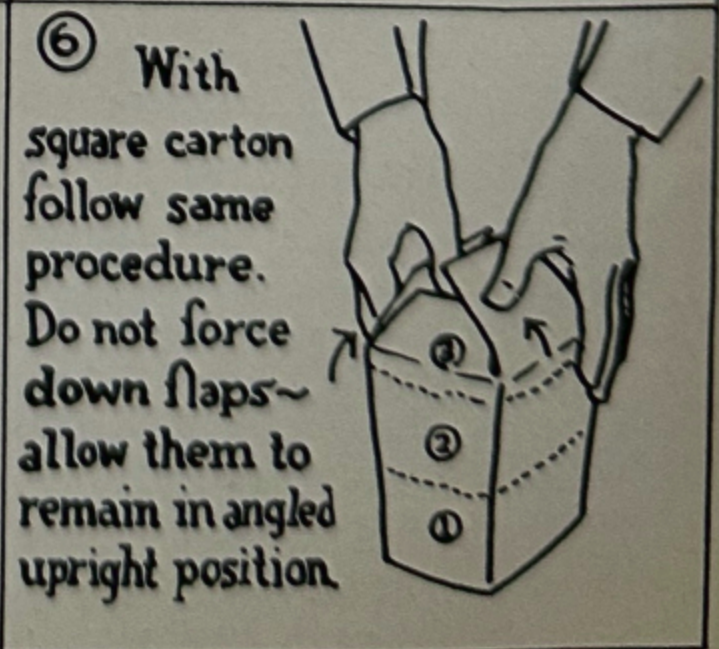












CULTIVATE your future market

See that young woman walking down the street with the child tugging at her dress? Well, right now she's on the receiving end of the most persuasive sales talk in the world.

Her son is trying to sell her the idea of buying him some Ice Cream. It seems to her that he has just finished eating—for lunch was over only an hour ago—but like other children—he burns up energy at an astonishing rate. So when he tugs at her skirt and asks for Ice Cream she is susceptible—because experience has taught her that no matter when—her boy can always eat Ice Cream and she knows that it is a nutritious dairy food which his growing body needs.

The only part of this story which concerns you is—will the child ask his mother to buy that Ice Cream at *your* store? The answer depends on you.

Wouldn't it be wonderful if you could have a sales person like that working for you? A sales person with proved ability who would bring business into your store.

Well, you can. How? Very simply. Every time a child comes into your store make certain that he gets the best in service. When he appears greet him with a smile and a cheerful word. When he sits on the stool at your soda fountain make him feel he is welcome and that you are glad to have him buying from you.

Even though it's only an Ice Cream cone, a fudgicle or a popsicle, a Dixie or Lily Cup that he came in to buy, treat him as a valued customer.

He has enough money to buy a sundae or a banana split. Make it a big occasion. Make the sundae with the attention and trimmings that you give every featured item. Serve it on a festive doily, add some cookies on the side and don't forget a glass of cold water. It's a special event in his life. Play it up! That sundae is more than just a sundae to him; in his imaginative little mind it's a banquet spread on a regal table. So it's up to you to make the illusion as strong as possible by being gracious and kind and showing him the same courtesies which you show grown-ups. Every time he wants one of these "banquets" it means a sale for you. This is actually the fundamental method of building your future market.

Do that and you'll be obtaining free of charge, the best sales person in the world. When he asks his mother to buy him some Ice Cream he won't be satisfied in going into just *any* store for it. Oh, no. He'll insist on *your* store because there he knows he'll receive the attention, the courtesy, the kindness and the service he likes so well.

And when any of his friends have money to spend on Ice Cream he'll pilot them persuasively to your store.

Remember always that children want to feel they're important. Too often, in this world run by adults, especially the business world, we forget that telling fact. We tend to neglect the children with their pennies and nickels. We make our play, rather, for the adults who have more money to spend. But, where children go, parents follow.

In five, ten or fifteen years the child who now has only five cents to spend will be the adult with the buying power that means increased business for you.

Childhood memories being strong memories and clear memories you can be certain that he'll spend his money in the store where he was treated with such kindness and consideration as a child. The young years of his life will influence the grown years.

Plant the seed now, cultivate the good will and patronage of child customers.

The youngster of today determines in a great measure your future market.



A PERSUASIVE SALES TALK


THE START
OF A LIFE-LONG CUSTOMER


MAKE IT A BANQUET



the STROLL ABOUT

Illustrated is one of the simplest Ice Cream services which the soda fountain or Ice Cream cabinet can offer.

There is no dish washing, no use of paper—for the cone cup is eaten along with the ice cream with which it is filled.

FOR SCHOOL

School cafeterias find it easy to have a tray of cone cups filled and waiting for the noon line up. It saves time . . . no spoons needed—just the cups to be picked up. "If it melts down a trifle, it sells better".

FOR INDUSTRIAL PLANTS

Cone cups make a fine service in industrial plants. Speedy—good—popular.

FOR NEIGHBORHOOD

The Stroll About is a particularly popular neighborhood seller. If you are near a school it is possible to fill a tray of cups just before the schools lets out—and presto, they are sold!

JUST REACH

This service is equally good for a soda fountain or an Ice Cream cabinet—just reach for a cone cup, fill it with the portion you can afford to sell at a reasonable price—and you are in the "Stroll About Cup" business!

It is well, in promoting this service, not to have the Ice Cream too hard.

The Stroll About is popular. When you can use it you'll find service speeded, and for a moderate price it will have many takers.

IT'S EASY TO MAKE

Simply put into a good quality cup cone the portion of ice cream you can afford to sell at the price and there you have it.

A little extra zest may be added by topping the ice cream with a whole cherry or nut meat.

specialties

Specialties have definitely won a recognized place in the field of Ice Cream merchandising. Consumer acceptance readily indicates a liking for these unit priced Ice Cream items and increasing sales have proved that the specialty market is a large and profitable one.

Included among specialties are the Fudgicle, Popsicle, Creamsicle, Fudge-Stix, Ice Cream cone, Ice Cream cup, Chocolate Coated Ice Cream on a stick, Ice Cream pie, Eskimo pie, Chocolate covered Ice Cream bar, Lilly and Dixie cups and others. Their selling price puts them within the reach of almost every child. These specialties are well made, of fine ingredients and with real taste appeal and win many enthusiastic friends among the children—and the grown ups too.

Many store operators find the nationally advertised frozen specialties their best sellers. Not only has publicity put customers into the habit of asking for the item by its trade mark or brand name—but the quality of the product is consistent and builds repeat business.

The retail dealer is particularly enthusiastic about specialties since they require a minimum of service and yield a known profit on each sale. A good gross, rapid turnover and quick service all contribute to making specialties a desirable item on any dealer's selling list.

Specialties offer the perfect answer to the child with just a small sum to spend and the desire for some refreshment. Usually his first thought is the neighborhood Ice Cream dealer. There, for a few pennies he can get what he wants. Grown ups may need "big money" to satisfy their desires but with just a small sum the kiddie is the king, master of his own domain, with the purchasing power that will bring him the utmost in taste satisfaction.

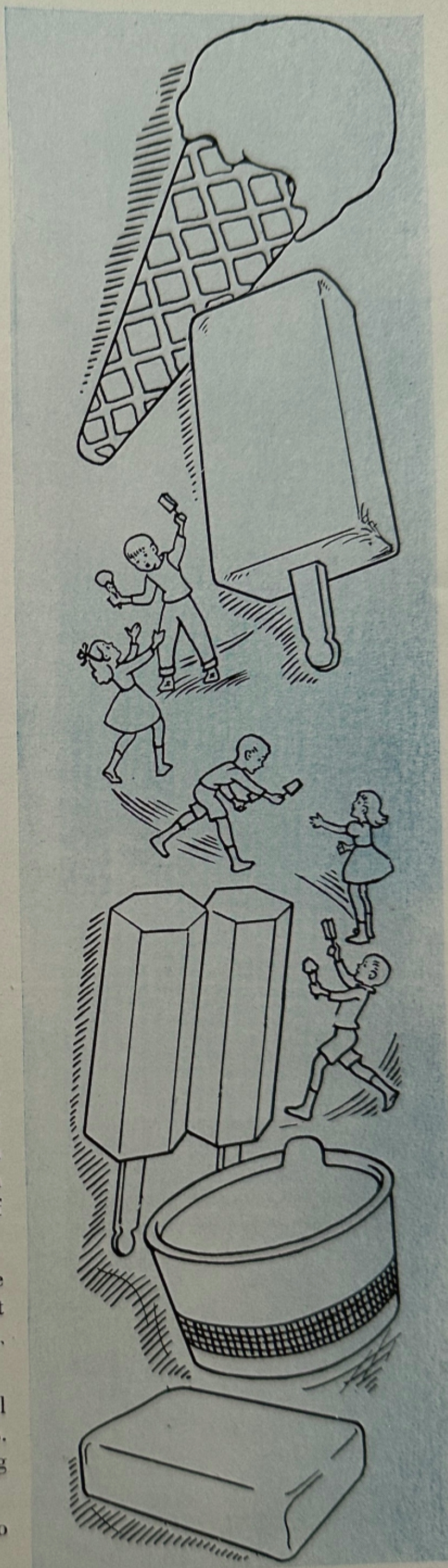
No question why specialties have become such strong sellers. No doubt about the profit to be made in selling them. Add up all the children in the neighborhood, take into account the fact that Ice Cream is the first thought in their minds when they have money to spend, remember the repeat business and the volume sales . . . and there you have specialties . . . a fast seller, a profitable seller.

But specialty sales aren't confined to children alone. Grown-ups of all ages like them and buy them. For a quick refreshing snack, for something cold and delicious to eat while sitting on the porch reading a book, for an energy giving lift while working at the office, for a pleasant evening taste treat—specialties are the answer to many an adult. And people of all ages like that answer and give evidence of it by their purchases.

So you see what an all inclusive market specialties offer. A price range within the means of nearly all of us—and an age range that includes everybody. A packaged product easy to handle, quick service, rapid turnover and a good gross.

It is well to use a certain section of the soda fountain or one well in the Ice Cream cabinet for holding these Ice Cream specialties. This speeds service and also makes it possible to keep them in serving condition and easily accessible to the operator.

A reminder—specialize your specialties. They bring people into your store.




Hot Fudge
SUNDAE
Grilled English Cheese .15
Egg Salad .10
Sardine .15
Hamburger
Sliced Chicken

MANAGEMENT

PLANS AND THE SUPERVISION TO CARRY THEM OUT, ARE NECESSARY FOR THE SUCCESSFUL DEVELOPMENT OF ANY BUSINESS

A good working knowledge of how to present attractive Ice Cream services, helps build customer preference for a store.

But if the store is to show a profit on business, it must be arranged for efficient service, made inviting to customers, staffed with competent gracious personnel. In addition to these, costs of expenses must be known to determine whether the volume of business is yielding a satisfactory return on investment.

The plans which result in a going profitable business are the responsibility of management, and their execution depends largely on how well the store operator is informed on the various phases of operation.

Management is first of all concerned in getting customers into the store. Ideas which help make the store more inviting to passing traffic are thus important to him. For this reason you will find on succeeding pages, plans, ideas, suggestions for store operation and management.

Management is also concerned with so serving customers that they come again—helping build the repeat business so valuable to any store. Since service depends so much on the attitude, efficiency, and courtesy of store personnel, some space is given to suggestions for choosing employees; check charts for evaluating their services, aptitudes and performance in the business of meeting and serving customers.

There are as well, suggestions for establishing satisfactory relationships between employer and employee for this is the first fundamental in building a well integrated smoothly functioning sales force.

Costs, and methods of figuring item costs are tabled and charted.

Because the setting in which merchandise is presented strongly influences customer purchase, a comprehensive section on store modernization is included.

This section is not designed to cover every phase of store management, but rather to outline and suggest some ideas and departments to which management may well give thought. These can be a beginning, from which to develop a program to fit the individual store.

DOUBLE check to

SOME POINTS TO EXAMINE

1. your store



LOCATION AND LAYOUT

Is your location good? People have to *get there* to *get in*. Are you on a traffic highway, or off the beaten track? You need more advertising to get people to *come by*, than to *come in*.

Is your store layout—

Convenient for the customer?

Arranged to give good display and to attract customers to the buying point? Traffic lanes toward sales points help direct customers to *goods* and *purchases*.

Are you getting entering customer traffic in proportion to rent you pay?



quality ingredients to accent the fine brand of Ice Cream? Quality all the way—builds transients into steady customers.

Are you getting a satisfactory gross? Maximum value to the customer, while maintaining satisfactory gross is the basis for building better, bigger business.

Are your prices lined up? Maintained at a fair level for profit—and adjusted to consumer demand?

Fewer items, fairly priced for customer value and store profit, may be more profitable than a long list of items, carelessly offered and not correctly priced in relation to cost.

LIGHTING AND DECORATION



Is your store well and completely lighted? Dark corners don't sell!

Does your wall and ceiling decoration reflect or absorb light? Dont use dark wall and ceiling paints—if you want the most from electric light current you use.

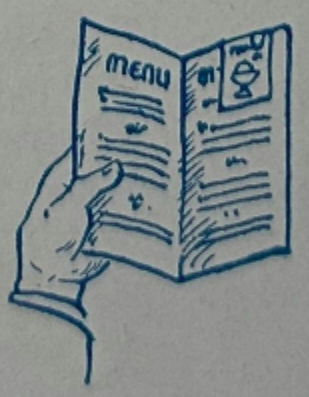
MERCHANDISE

Do you have the goods people want? Learn the preferences of your customers —supply them with what they want and they'll come back—and bring their friends.

Are your sundaes—Ice Cream sodas, milk shakes, etc., made well, using

RECORDS

Do you know costs and expenses? A record is a "firm foundation." Keep it to determine what is profitable merchandise. Records help you eliminate unprofitable items.



MERCHANDISING

Do you use showmanship in presenting new specials to your customers? Seasonal promotions, local tie-ups—interesting events—all provide opportunities for wideawake promotion of Ice Cream dishes and drinks. Your Ice Cream merchandiser can help you work these out. *Plan* before you begin—to be sure your promotion will click.

DOUBLE volume

. . . TO INCREASE BUSINESS

DISPLAY WINDOWS

Do your windows *invite* the customer to enter? Clean, sparkling windows, well-lighted and decorated—changed often enough to attract attention, are a big help in bringing in passing people.



INTERIOR DECORATION

Are your fixtures modern? Goods well displayed? The eye-catching, sparkling clean soda fountain draws customers like a magnet. Keep displays fresh—clean—and change often enough to stimulate interest.

II. your personnel

MANAGEMENT

How about the store manager? Is he profit-minded—does he go after business—tempt people to buy? Everything you offer should yield some profit. Put biggest selling emphasis on Ice Cream combinations which yield a good gross. Present them to attract *buyers*—and repeat business.



EMPLOYEE RELATIONS

Do your personnel work under satisfactory conditions? Some thought given for off-duty comfort? Willing workers develop when they believe management is interested in them as individuals, and when working conditions are pleasant—work space and equipment arranged for maximum efficiency.

SALES PERSONNEL

Are your sales personnel alert, attentive, accommodating? Trained personnel who dispense correctly are the profit makers at your fountain. Alert, attentive, smiling service helps build *volume sales.*



III. your customer

STORE POLICIES

Have you built up a satisfactory record with your customers? Fair practice, honest dealing, good values build such a record.

STORE ATMOSPHERE

Is the store atmosphere pleasant? Cheerful, obliging salespeople, management ditto—and no "crying the blues"?

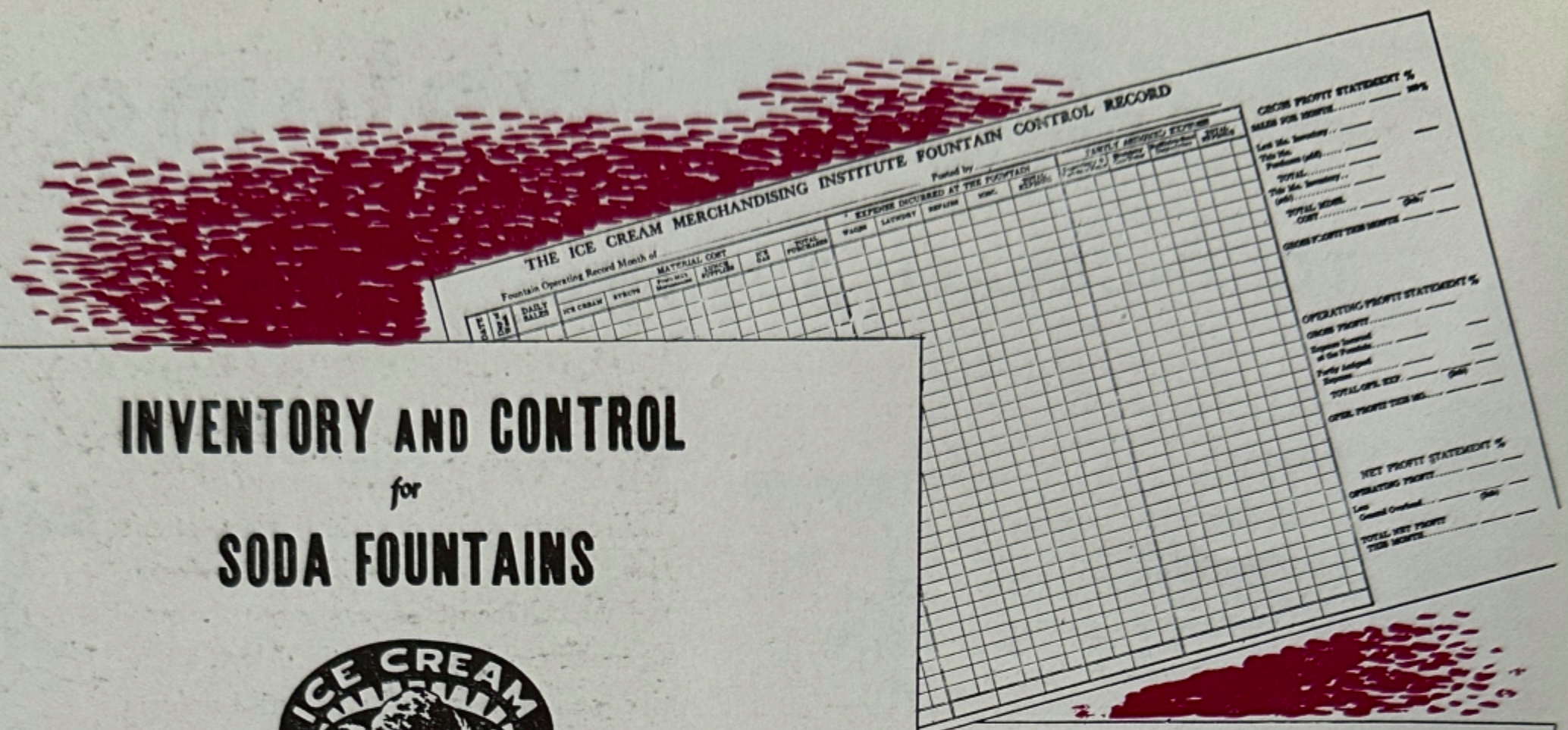


ATTRACTION FOR BUYERS

Do you make an effort to inspire confidence—to keep people buying in their home town? Confidence in your policies, in your salespeople—your goods—is built on performance. People won't go out of town to buy, if you make them feel they'll do better at home. *Inducements* help.

COMMUNITY PARTICIPATION

Do you build community connections? Cultivate goodwill? The store that is a part of the town—a booster for civic enterprises—builds goodwill—and is an asset to the community it serves. Pitch in and do your share.



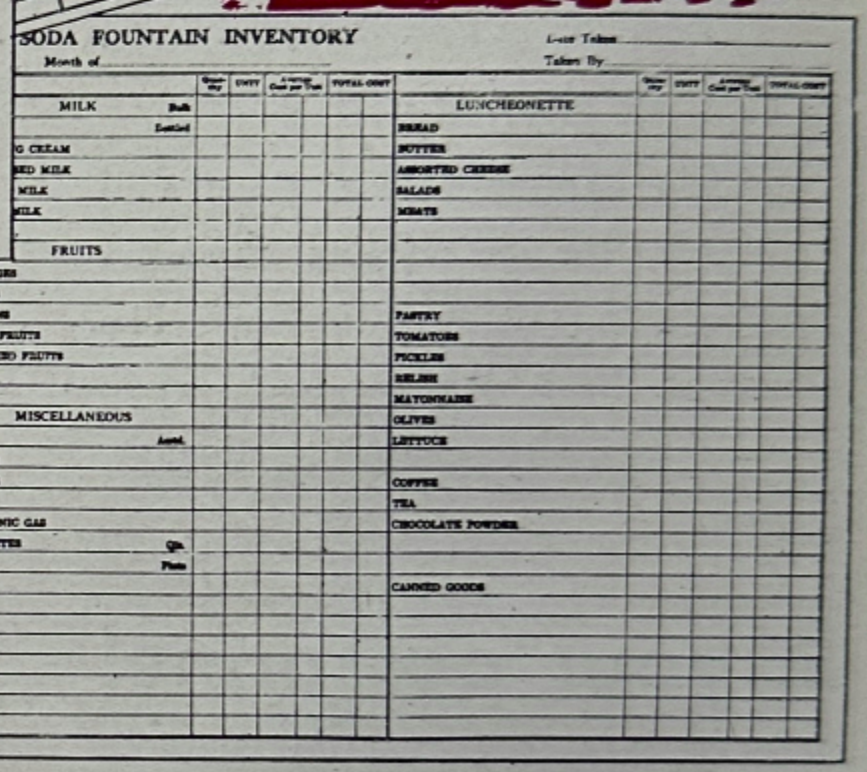
INVENTORY AND CONTROL

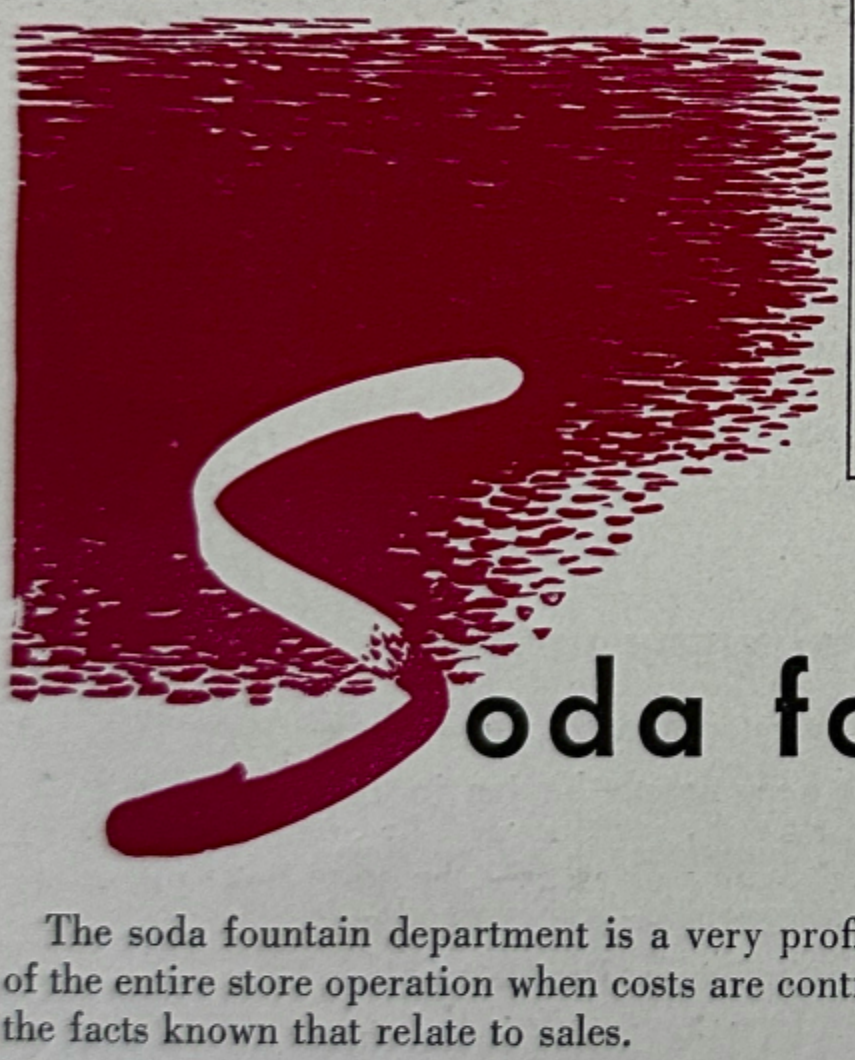
for

SODA FOUNTAINS

ICE CREAM is a nutritious food

Published by
Ice Cream Merchandising Institute, Inc.
Washington, D. C.





soda fountain control

The soda fountain department is a very profitable part of the entire store operation when costs are controlled and the facts known that relate to sales.

The Ice Cream Merchandising Institute has made available to soda fountain operators a simple but sufficiently detailed fountain control system so that necessary records can be kept. The data secured from them will be valuable and accurate.

When this method of inventory and fountain control is followed, together with the instructions which accompany it, the fountain operator will be able to know how much his fountain is making for him. Every one of the amounts obtained from keeping this method of control is significant, and after the record is kept for a few months there will be a history of operation which will be invaluable in determining future policies in the operation of your fountain.

One person should be made responsible for keeping this record, and this responsibility should include the details of seeing that all information is obtained that is required on the record.

Not only for sales and profit knowledge but for tax purposes, the keeping of records is a part of every well run business. Only by day-to-day records can such information be obtained with accuracy.

Gross profit and net profit figures must be based on operation facts. The use of as simple a system as possible, encourages entering the necessary figures and keeping the record up to date.

Use a control system to assure your control of expenses —and your realization of a profit on your investment.

sales check

AT THE SODA FOUNTAIN

Many successful store operators, particularly druggists have found that soda fountains attract customers into their stores. This helps business as a whole since a large percentage of soda fountain customers buy in other departments, and since the soda fountain itself returns more per space occupied and per dollar invested, than any other department in the store.

It is wise to keep in mind, that the soda fountain earns a fine profit only when and if operated wisely, and in a business like manner. Since repeat business is the key to fountain success, it is important to keep customers returning. To do this, menus must be kept suitable and satisfying, and food, drink, and Ice Cream served appetizingly, and in uniform portions. Rules of cleanliness must be observed, speedy and courteous service should be provided, and an easy and efficient system of paying for purchases worked out.

The cash register system should provide the druggist with enough information to enable him to obtain accurate sales records of his fountain. He will thus know the average sale and number of total sales. This then will help him figure out the speed of seat turnover, and give him facts on all services sold at the soda fountain.

Two popular and proved fountain cash register systems are

(1) the check and re-check register used with the Pay-Cashier System, and
(2) the multiple total and cash drawer register used with the Pay-When-Served System.

PAY CASHIER PLAN

With the Pay-Cashier System, the salesperson, using his or her assigned key, records the amount of service to the customer when the initial order is served. The register is operated by pressing the "Check" key, which causes the register to print and issue a check automatically. At the same time, it prints the identical information on the locked-in audit strip and accumulates the amount of the transaction on a control total locked inside the register.

When an additional item is ordered, the dispenser or waitress inserts the original check in the printer chute of the register and records the price of the order. This is done by pressing the proper amount keys and the "Re-Check" key. The additional amount is printed on the check which is returned to the customer. Upon leaving, the customer pays the total of all charges appearing on the check.

Each time the "Check" or "Re-Check" keys are pressed, the charges are accumulated inside the register. When the total is read or reset, the amount accumulated is printed on the audit strip. This total shows the amount



This modern soda fountain has a National check and re-check register in the background. This type of register is popular with many fountain operators. Others use the "Pay-when-served" register, with the dispenser collecting the amount of the purchase, directly from the customer, and presenting a check as a receipt. (*Photo courtesy National Cash Register Co.*)

that must be accounted for by the cashier and the audit strip reveals the number of checks issued.

PAY-WHEN-SERVED PLAN

A multiple total and cash drawer register is used with the Pay-When-Served Plan, the most popular system in use today. Each salesperson has his or her own cash drawer and sales total. This plan eliminates losses from walk-outs, establishes faster service, bringing about the highly important increase in seat turnover, which is of value in rush hours. It assures the store owner or manager of getting accurate records as to the return on money invested in salaries paid attendants.

When the attendant records the amount of a sale, a printed receipt is issued, and the information is simultaneously printed on the audit strip and accumulated on his own total inside the machine. The receipt is given to the customer, publicizing the amount charged and insuring accurate registration, thus avoiding any misunderstanding as to the amount involved.

A dependable system of checking and recording sales is particularly valuable at the soda fountain where service is rapid and seat turnover high. While the average check may be relatively small, the total day's receipts may be substantial. The figures thus obtained constitute the basis for estimating gross profits and eventually, the actual net profits obtained from the soda fountain.

Talking Over

employment

THE PROBLEM OF HIRING EMPLOYEES SHOULD RECEIVE YOUR CAREFUL CONSIDERATION. THE MEN AND WOMEN WHO WORK FOR YOU ARE YOUR DIRECT, PERSONAL CONTACTS WITH THE CONSUMING PUBLIC. IT IS BY THEIR APPEARANCE, ABILITY, PERSONALITY, ALERTNESS AND COURTESY THAT YOUR STORE WILL BE JUDGED . . . .

The problem of hiring employees should receive your careful consideration. The men and women who work for you are your direct, personal contacts with the consuming public. It is by their appearance, ability, personalty, alertness and courtesy that your store will be judged.

It's a thoughtless waste of time, effort and money to try to make your store attractive and inviting through appealing window displays, expert inside arrangement and special services IF your employees, who are the merchandisers of the articles you sell, create an unfavorable impression on the people who MAKE your business—the people who are your customers.

YOUR MANAGER

If your soda fountain is large enough to require a manager, a capable, efficient, intelligent person in charge will cancel 50% of your worries. You need a man with the ability to adequately supervise your other employees, a man who is accurate, honest and conscientious in handling costs and accounts, a man with an appreciation of the responsibility that is his, and finally a man with the force, energy, drive and executive ability required to promote and maintain a smoothly functioning soda fountain.

Where can you find a man with these exceptional qualifications, you ask? There are several sources. Talk it over with the salesman or merchandiser of your Ice Cream company, ask your soda fountain manufacturers, inquire of your wholesale drug jobbers. And don't forget to examine closely the classified ad pages of your local newspapers.

CHOOSE WISELY, CAREFULLY

Don't rush yourself in choosing the person you want. Remember that changing employees is costly. It takes time, patience and supervision on your part before a new manager becomes familiar with the workings of your store. If, by making hasty decisions in choosing your manager, you are compelled to make changes every few months you're losing the efficiency of operation that may spell the difference between profit and loss.

So take it easy. Don't get excited. And don't hire the first person you interview. The second, third or fourth person may be just the man for whom you're looking. If you take the first person because you feel you must act quickly, you may be missing the man who can make the profit line on your monthly chart soar upward.

You may find it necessary to interview a man two or three times before you decide. Fine. Do so. You can explain frankly to all applicants what you are doing, so that they'll understand why you ask them to wait before you make your decision. Chances are they'll admire you for your honesty, and when you finally accept one you will already have begun the fair, open and above board relationship so necessary between employer and employee. If you continue that policy you should have no trouble with your employees.

MAKING YOUR CHOICE

When you interview a prospective employee choose a time when you'll be free from interruptions. And don't hurry the interview. You want a responsible, intelligent, industrious person and it will take time for you to decide whether the person you are interviewing has those qualifications. Be prepared to spend an hour or two—or even three. Your time spent in making a wise choice will not be wasted.

Explain fully the duties and responsibilities of the job. Make certain the applicant knows exactly what will be expected of him, what his hours, duties and salary will be, what his opportunities for promotion are. You may save yourself time this way because the applicant may decide that the opportunities aren't sufficient, the salary is too low or the responsibility too much. If it's decided first that he's willing to accept the job then you can listen to his side of the story.

JUDGING A MAN

There are many ways to judge a man. There's posture, personal cleanliness, appearance, attitude. You can observe the shine on his shoes, the cut of his hair, the crease in his trousers, the condition of his finger nails, the collar of his shirt, even the color tie he wears. A man particular about his personal appearance can usually be relied upon to exercise discretion and judgment in other matters. If he takes pride in himself, he'll invariably take pride in his work.

LET HIM TALK

Another thing. Give him a chance to talk. Let him tell about his hopes, ambitions, achievements. Try to discover his philosophy of life, his mental attitude, his viewpoints. They'll all be helpful to you in determining whether he's the type of man you want to employ for the particular position you have to fill. Is he satisfied with a routine, prosaic ordinary job that pays just enough money to allow him to live? Or is he ambitious, energetic, dynamic, purposeful? Will he dig a rut in life and eventually use that rut as a grave or is he continually reaching for the stars with the qualifying thought that the stars may never be reached but the reaching is worth the effort?

As an employer you should know that. If it's your intention to establish and maintain a wide awake, aggressive and sales minded organization you must have men and women with those qualities or you cannot achieve your objective. You can't run if you're crippled, you can't succeed if you coddle the seeds of failure.

STUDY THE PERSON

Try to determine whether the man you're interviewing is capable of handling people. Is he tactful, diplomatic, confident, assured, resourceful? You can get a good idea as to whether he possesses these assets if you allow a reasonable amount of time for an interview. Study the man, his approach to you, the way he handles conversation, his ease in speaking. Watch his eyes. Does he look at you directly when he's talking or does he gaze at the wall? Is there frankness and honesty in his eyes? . . . in his voice? You don't have to be an experienced psychologist to discover this. It's not difficult to "size up" a man in an hour or two.

REFERENCES

Finally there are the applicant's references. Investigate them thoroughly until you're satisfied the applicant is what he represents himself to be. References may include: fraternal organizations, former employers and associates, church affiliations and friends.

Don't decide until you're certain but when you *do* decide give the man every possible help in making good. He'll appreciate everything you do and this will be evident in his work.

YOUR MANAGER SHOULD . . .

Be Honest
Be Able to Handle Personnel
Be Conscientious
Be Efficient
Understand Costs and Accounts
Have Executive Ability
Be Sales-and Idea-Conscious
Be Loyal

Remember you hired your manager on his ability, his sense of responsibility, his intelligence—so let him try out his ideas on sales promotion, employee training and fountain management without interference. Give him a degree of latitude that will not hamper his originality and imagination. Think of him as a partner in your soda fountain business.

THIS BUSINESS OF SALARY

You expect a fair return for the time, effort and money you put into your business. Well, a competent manager is "worthy of his hire" and if he doesn't get it you can expect trouble to creep in someplace. Dissatisfaction doesn't produce good work and good work is what you're after.

If you pay your manager a good salary you give him an incentive for working. He knows he must produce in order to retain his job and produce he will. Please remember it's a false economy that insists on paying a man less than he's worth.

THE SODA DISPENSER

You should take equal care in selecting your soda dispenser. Your interview with him should satisfy you that he has the qualifications you are looking for—neatness, intelligence, personality, ambition and a willingness to learn.

Fountain work is also suited to girls. Order taking and fountain or lunch service call for winning personalities and the coordination of mind and hands. Girls, once trained, are as proficient as men in many respects.

You choose the person who most nearly satisfies your standards.

CHECK LIST TO BE USED IN HIRING SODA DISPENSERS

Neat and Clean
Intelligent
Cooperative
Pleasant Personality
Industrious
Honest
Medium Height
Average Weight
Good Health

YOUR RESPONSIBILITIES

All right—you've made your choice.

Now there's a burden of responsibility on you. Remember your store and soda fountain are entirely new to him. He must become acquainted with the work methods you use, familiarized with his duties and introduced to the people he will work with.

Too often this introduction of a new employee to his job is haphazardly done—and frequently not done at all. The employee is tossed into your store like a chip into the ocean and, in effect, told to "sink or swim". Quite often he "sinks" and your store suffers in service and sales because you didn't spend enough time on a necessary duty. If he doesn't completely "sink" then he flounders around for a week or two before he succeeds in acclimating himself—and you're the loser for want of a day or so spent in indoctrinating the new employee and working with him until the rough edges have been worn off.

TAKE SOME TIME

When your new employee comes into the store on his first work morning be there to meet him. Spend a little time in conversation familiarizing him with routines, schedules, special "quirks" of your business. Give him a chance to wear off that strange uncomfortable feeling that anybody has when he goes to work in a new and unfamiliar place.

Begin at the beginning. Show him his locker, where he can change his clothes, etc. Find out if he understands his working hours, the time he's allowed for lunch, his rest periods. Explain to him again (if you've already done so at the interview) how he will be paid—hourly or weekly rate—by check or in cash, when he'll be paid, where and by whom. Is he completely clear on payroll deductions—does he know the overtime rate?

EXPLAIN RULES

Tell him about your particular store rules. Is he allowed to smoke?—if so, when?—where? Does he understand the regulations for uniform wear?—care? When is he allowed to leave his station or department? Will he have to participate in fire drills? How will he report accidents or absences?—when and to whom?

Explain to him your store layout including the wash room and rest room. Familiarize him with *all* departments of your store. Show him where he can obtain needed supplies. Tell him what entrance he's to use in coming to and leaving work. Set him straight on your lunch regulations. May he eat free of charge?—will he be required to pay half the selling price?—or the complete cost on each item?

Introduce him to his immediate supervisor and other officials of the store. Have him meet his fellow employees. It's thoughtless and unkind to compel a new employee to grope for an acquaintance with the people who are working with him.

Finally designate some fellow employee to help and assist him during the first day's work.

TRAINING PERSONNEL

In training a new employee use the following procedure:

1. **Explain**
2. **Demonstrate**
3. **Have employee make item**
4. **Make necessary corrections**
5. **Answer all questions**

When you're explaining or demonstrating take each step slowly and precisely. Don't try to cover more ground than the employee can master. When you're finished demonstrating have him make the Sundae, Ice Cream Soda, Milk Shake or combination to see if he completely understands the procedure. If he has done anything wrong show him his mistakes and make corrections. When you're finished ask him if he has any questions. Make it a point to encourage questions.

And watch your attitude. You must *help* your employee to make good—not *dare* him to make good!

When you're satisfied he understands everything you've taught, put him on his own. For his convenience designate another employee to whom he can go for help.

APPLICATION FOR EMPLOYMENT

NAME Jackie Duncan
Last First Middle

ADDRESS [illegible] Diner X A
Street & No. City State

AGE 14 HEIGHT 5 WEIGHT 147 SEX _____ PHONE NUMBER _____

EXPERIENCE _____

LAST JOB _____ RATE OF PAY _____

REASON FOR LEAVING _____

LIST THREE REFERENCES _____

_____

_____

_____
Signature

BUILD GOOD WILL AMONG YOUR EMPLOYEES

Your employees should enjoy working at your soda fountain. First, of course, they must be satisfied with their jobs. Immediately after the question of a fair wage comes working conditions. Is your soda fountain a clean pleasant place in which to work? Are you doing your utmost to create a pleasant working atmosphere? Is there a feeling of friendliness and good will among your employees?

Ask yourself these questions. If the answer is *yes* you have created a sound working policy. If the answer is *no* it would be wise to start making improvements immediately if you want to save your business from cracking up on the inside.

MAKE THE JOB INTERESTING

Personalize your employees. Have each of them wear a name button so that a feeling of friendliness is developed between employee and customer. Attach an insert to your menu saying "John Smith is serving you. He will try to give you complete satisfaction".

You can also designate a different employee each week to act as host or hostess. He or she will circulate among the customers and inquire politely if the service, food, etc., is satisfactory.

HOLDING YOUR EMPLOYEES

You have gone to a lot of time and trouble in selecting your employees and an equal amount of thought and effort will be required in keeping them. Remember that to most employees, wages are the prime consideration. So don't use a haphazard method in settling your wage policy. Provide a definite system with periodic increases. You can start all employees at the same basic wage with a provision for increasing this wage at periodic intervals. The older employees are protected this way because they benefit in wages through length of service. This also gives new employees a genuine incentive for staying on the job a long time.

Vacations with pay are also attractive to employees. You can work out your own system on this. The fact is that paid vacations do keep employees. Cash bonuses as a compensation for special efforts are also a stimulus to good work. Extra money for winning selling contests or for making sales quotas offers an incentive to any employee.

DEPENDS UPON YOU

Keep in mind then, that in large part, the loyalty, cooperation and good will of your employees depends upon you. By taking time to make a wise, careful selection, by thoroughly familiarizing your new employee with the workings of your store, by fair and equitable treatment in wages, working conditions, vacations and bonuses, you will be building the sound employer-employee relationship that results in loyal, conscientious employees and better service at your soda fountain. This, in turn, will help materially in promoting the success of your business.

EMPLOYMENT RECORD

(For Manager's File)

NAME _____ ADDRESS _____ PHONE NO. _____

AGE _____ HEIGHT _____ WEIGHT _____ SEX _____ NATIONALITY _____

HIRED _____ RATE OF PAY _____

DUTIES _____ HOURS _____

WAGE INCREASES _____ PROMOTION DATES _____

_____

_____

LEFT EMPLOY _____ REASON _____

_____

Signature

check chart for dispenser know how

Ability of the soda dispenser to turn out eye catching taste appealing Ice Cream dishes and drinks is a distinct asset to the Soda Fountain or Ice Cream Department. His ability must be backed up by a knowledge of the materials and services if he is to produce profit for you as well as to create service which attracts customers.

Here is a suggested check chart for dispenser know how—allow 4 points for every correct answer—90 is very good, 80 is good, 70 is fair. Below 60 means that your soda dispenser needs some help—more training in formulas or dispensing.

	YES	NO
1. Has your dispenser a written formula for making simple syrup and does he follow it *exactly*?		
2. Does dispenser prepare fountain fruits and syrups according to correct dilutions?		
3. Is he careful in preparing fresh fruit topping to make only enough for 1 day's serving?		
4. Does he keep thawed frozen fruit under refrigeration?		
5. Does he prepare fudges in accordance with manufacturer's directions?		
6. Does he measure or weigh ingredients, when preparing syrups, toppings or any other foods?		
7. Does he follow your sundae formulas exactly?		
8. Does he use the garnish to enhance appearance but not too much to add unduly to cost?		
9. Does he use the "spotlight sendoff" for serving the Sundae, Ice Cream Soda, Milk Shake, etc.?		
10. Does he portion all ingredients carefully, to give full value, but not over portion?		
11. In making the Ice Cream soda, does he portion syrup correctly? Add Ice Cream or cream and blend?		
12. Does he hold tilted soda glass fairly close under draft arm mozzle, and while turning, direct carbonated water to side of glass—until ¾ths full?		
13. Does he float the 2 dippers of Ice Cream into the soda so as to avoid splashing, and if the glass isn't full, fill carefully to avoid striking the Ice Cream ball?		
14. In serving Ice Cream cones, does he use a paper napkin to hold—and press ball of Ice Cream gently into cone?		
15. Has he learned that chilled milk, chilled syrups and plenty of Ice Cream are essentials ingredients for a quality milk drink?		
16. Does he follow formula *exactly* for the particular type milk drink you feature?		
17. After measuring ingredients does he place cup firmly on mixer and leave long enough to get maximum aeration?		
18. Does he serve milk shake in a whipped cream dotted glass?		
19. In the banana split does he combine flavors of Ice Cream and varieties of toppings, to make a good taste blend as well as an artistic appearing dish?		
20. Does he wash and dry fresh fruit before using, then roll on board before cutting?		
21. Does he use ice, water and simple syrups in correct portions to make a good finished fruit drink?		
22. Does he know that rickeys are the same as fruit ades, except that carbonated water is used?		
23. In making carbonated beverages does he proportion syrup accurately?		
24. Does he blend carbonated drinks without over stirring?		
25. Does he know basic formulas so he can select those which best fit your service ware and selling schedule?		
TOTAL SCORE		

check chart on dispenser technique

The pivot point of your Soda Fountain is the soda dispenser. A dispenser with good technique can add immeasurably to the customer appeal, efficiency and profit of your soda fountain or Ice Cream Department.

To insure satisfactory service to your customers, and to guarantee a substantial return, use the following chart or prepare a similar one to check on your dispenser's technique.

Allow four points for each "Yes" answered. A score of 88 is very good, 80 is good and 72 fair. A score under 60 indicates there is much room for improvement.

	YES	NO
1. Does your soda dispenser follow the rules of correct dipping?		
2. Does he always tap the dipper on the dipper pad before using? (Do *you* always check dippers for dull or nicked edges and mechanical conditions?)		
3. Does he serve correct Ice Cream portions in accordance with formulas and selling prices?		
4. Does he follow tested formulas when preparing Ice Cream Sundaes, Sodas, Milk shakes, etc.?		
5. Does he know how to hand pack a carton properly for Take Home Service?		
6. Does he always keep his hands clean—and out of the Ice Cream?		
7. Does he know how to draw carbonated water correctly?		
8. Does he know when and why to use the fine and coarse carbonated water stream?		
9. Does he know the importance of cold highly carbonated water in the preparation of soda fountain drinks?		
10. Does he periodically check by graduate measure the "throw" of a syrup pump?		
11. Does he know how to regulate a syrup pump?		
12. Does he know how to ladle and control portions of fruits and toppings?		
13. Does he know how to make up a stock list and does he report shortages immediately?		
14. Does he constantly keep the cutting boards and sandwich boards clean?		
15. Does he follow routine instructions in the use of the drink-mixer?		
16. Does he always use a dry spoon when dispensing malted milk, sugar, dry nuts, etc., from a jar?		
17. Does he use the fruit juicer according to the manufacturer's instructions?		
18. Does he always disconnect the fudge warmer at the close of business and does he know that it never should be plugged in when the container is empty?		
19. In using the hot cup does he always make certain the control points are dry and does he keep them out of water when washing the hot cup?		
20. Does he use the proper serviceware for sundaes, Ice Cream sodas, milk shakes, etc., in accordance with formulas and selling price?		
21. Does he handle serviceware properly?—the banana split dish by the extended end, stem glasses by the stem, soda glasses by the bottom, etc., always keeping fingers out of the inside of the glasses or serviceware?		
22. Does he cooperate with his fellow employees?		
23. Does he know the menu and does he use suggestive selling?		
24. Does he always remove soiled dishes promptly, wipe clean the top slab and make ready for the next customer?		
25. Does he present the check face down and say "Thank you—Come again"—with a smile?		
TOTAL SCORE		

check chart on customer approach

Here is a chart which will enable you to check on your soda dispenser's approach to customers. Since the soda dispenser is your personal representative and since his manner and appearance directly affect your business reputation and the sales in your store, it is extremely important to make thorough periodic checks on the dispenser's approach to customers.

Allow 5 points for each "Yes" answered. Ninety is very good, 80 is good and 70 is fair. If any of your dispensers rate under 65, you'd better arrange to review techniques on customer approach and help the dispenser to improve his rating.

	YES	NO
1. Does the soda dispenser measure up in the matter of good grooming and personal appearance?		
2. Is the soda dispenser's manner consistently pleasant and friendly?		
3. Does he greet customers cheerfully with a "Good Morning" or "Good Afternoon" then "Your order, please"?—or if busy, let them know he'll serve them as soon as possible?		
4. Does he always make certain the fountain or table top is spotlessly clean?		
5. Does he serve a glass of water, a menu and a napkin to every customer?		
6. Does he repeat the customer's order like this: "Yes sir, one chocolate soda with Chocolate Ice Cream"?		
7. Is he pleasantly courteous rather than too familiar?		
8. When waiting on a lady and gentleman—does he serve the lady first?		
9. Does he serve carefully, i.e., avoid "slopping over"—Does he place orders in front of his customers quietly and gracefully?		
10. Does he give check or change promptly and say "Thank you, come again"?		
11. Does he avoid chatting and arguing with his co-workers behind the soda fountain while customers wait for service?		
12. Does he make it a point not to spend too much time with certain customers while others wait impatiently?		
13. Does he avoid whistling, humming, mumbling to himself or chewing gum while waiting on customers?		
14. Does he conceal his impatience or irritation with customers?		
15. Does he avoid arguing with customers?		
16. Does he make suggestions that help customers to order and that stimulate the sales check?		
17. Does he handle complaints and requests for "out of stock" items diplomatically?		
18. Does he know regular customers' likes and dislikes?		
19. Does he know how to handle children—either alone or with their parents?		
20. Does he always "Serve with a Smile"?		
TOTAL SCORE		

cleanliness rating chart

Cleanliness is essential in the operation of a soda fountain or Ice Cream department. Follow the sanitation code, and set up a rigid cleanliness routine, to safeguard the health of your customers, your employees, and the reputation of your store. Be your own health officer—use the following rating chart. Allow 2½ points for each question answered correctly—a score of 90 is very good—80 is good, 70 is fair and anything under 65 constitutes a command to "catch up on cleanliness".

	YES	NO
1. Are windows, store entrance and floor clean?		
2. Is store well ventilated—free from offensive odors?		
3. Are all fixtures, cases and trimmings clean and polished?		
4. Are the areas around stools, underneath fountain equipment, and the counter front and working area clean?		
5. Are the backbar, mirror-glass, shelves and woodwork clean and polished?		
6. Are all accessories, mixers, juicers, warmers, toasters, normally used on backbar clean, polished and well arranged?		
7. Is the backbar base clean?		
8. Are both dry and refrigerated fountain storage spaces clean and materials in order?		
9. Are backbar drawers clean and orderly—never used as catchalls?		
10. Is top slab of backbar spic and span?		
11. Are fountain top slab and table tops clean?		
12. Do dispensers remove soiled dishes promptly and immediately clean up in preparation for a new customer?		
13. Are straw holders, menu holders, napkin holders wiped clean—menus clean?		
14. Are glasses, service ware and silverware washed and sterilized after each use? Do your dispensers handle them properly?		
15. Are all types of paper service dispensed from closed and dirt proof containers, and handled properly?		
16. Do you serve sanitary individually wrapped straws?		
17. Is the dipper pad used and sterilized?		
18. Is the Ice Cream cabinet spotlessly clean inside and out?		
TOTAL PART ONE		

	YES	NO
19. Are under sides of all Ice Cream well covers, and the hinges and crevices clean?		
20. Are dippers and dipper wells clean, and water in wells changed frequently?		
21. Are Ice Cream cabinet lids kept closed when not in use, and during cleaning operations?		
22. Are syrup pumps, syrup jars, syrup rails, milk pumps, clean—sterilized between fillings?		
23. Are draft arms, nozzles, drip pan and drain pipes clean?		
24. Are all metal parts of the soda fountain clean and polished?		
25. Are floor racks clean and dry?		
26. Are all open spaces including those under work boards kept clean and orderly?		
27. Are sandwich board, salad cabinet, grill, toaster kept clean and free from crumbs, grease, etc.?		
28. Is food stored and handled in sanitary fashion?		
29. Do you require dispensers to wash their hands thoroughly before touching food or service ware?		
30. Do you use a flash light in inspecting out of the way places?		
31. Are chair and stool seats, clean—and under surfaces of chairs, stools, tables and counter clean?		
32. Are drain boards and sinks kept clean—dishwater changed frequently?		
33. Are refuse chute and garbage container clean and free from odor?		
34. Are the soda fountain towels and cloths clean—and proper space provided for soiled laundry?		
35. Is the store room for soda fountain and Ice Cream department supplies clean, orderly, foods protected?		
36. Are measures used to eliminate roaches, rats, etc?		
37. Are toilet facilities both for customers and employees, spic and span?		
38. Does your soda fountain or Ice Cream department have a regular clean up routine, rigidly adhered to?		
39. Are you aware of the importance of cleanliness as a vital preventative measure in controlling the spread of disease?		
40. Do you willingly cooperate with the Health Department?		
TOTAL PART TWO		
ADD TOTAL PART ONE		
GRAND TOTAL		

sanitation from cellar to ceiling

A TIMELY CHECK LIST FOR THE RETAIL STORE

Courtesy New York City Public Health Department

cellar floor

Clean and dry
In good repair; ratproof
No openings at junction of floor and walls
Sewer trap covers in place; cleanout pit covered

foundation walls

Clean and dry
Whitewashed
Free from holes and crevices

cellar

Free of rubbish
Dumbwaiter and elevator shafts and pits clean
Stored materials neatly arranged away from walls and moved once a month

ceiling of cellar

Free from cobwebs and dust
Painted or whitewashed
Ratproofed around all openings through which pipes pass

rear yard

Free from debris, loose garbage, stagnant water
No foods exposed
Garbage receptacles covered

floors

Smooth, tightly laid and clean
Drains in good working order
Graded to drains (if any)
Free from holes
No openings at junction of floors and walls

walls

Clean, painted a light color
Washable; waterproof
Not broken
Ratproof; free from holes, cracks and openings around pipes

ceilings

Clean; painted a light color; paint not peeling
Not broken; smooth
Ratproof; free from holes, cracks and openings around pipes

windows and doors

In good repair; clean
Protected against flies
Doors ratproof; ¼ inch or less clearance at threshold

lighting and ventilation

Fans, hoods and ducts clean and in good repair
Stoves, ovens, cookers, fryers, etc., provided with hoods properly ventilated to outer air
Exhaust fans adequate, in good order, noiseless
Skylights clean, in good repair, protected against rat invasion
Lighting and ventilation adequate

toilet compartments

Walls, floors and ceilings clean and in good repair
Properly ventilated and lighted; door self-closing
Seats, bowls and urinals clean; bowls tight at base
Flushes in good repair
Hand basins clean and provided with hot and cold water
Soap and individual towels provided; "wash hands" sign posted

lockers

Clean, in good repair and ratproof; no material or refuse on top
Sufficient number provided; clothing and shoes kept in lockers
Not located in room where food is stored or prepared
Soiled linens, coats and aprons kept in containers
Locker rooms clean, lighted and ventilated

food storage room

Walls, ceilings, floors, shelves, bins and containers clean
Ratproof construction; free from rodent or insect infestation
Adequately lighted and ventilated; not too hot nor damp
Used only for storing foods
Overhead waste and water lines protected against drip
Floor racks removable; at least 10 inches above floor
Foods stored in ratproof, covered metal containers
Bins and containers cleaned before refilling

raw foods

Foods not placed directly on floor
Inspected at least weekly; perishable foods inspected daily
Free from insect infestation, spoilage, contamination
Unwholesome foods segregated; denatured, marked "condemned" and removed promptly

equipment

Sanitary construction; readily taken apart for cleaning
In good repair; no open seams, corrosion or defects
No lead or cadmium-plated parts
Dismantled, cleaned and sterilized daily and protected against contamination
Refrigerators clean; equipped with thermometers; temperature not above 50° F.
Drip from ice boxes entering open, trapped, sewer-connected drain
Unused equipment kept clean
Equipment installed so as to facilitate cleaning of surrounding area
Furniture, fixtures and shelving ratproof; free from hollow enclosed bases

washing and sterilizing facilities

In good working order; plumbing properly installed
Adequate for peak volume
Hot water at not less than 180° F. Provided for sterilizing rinse
Sufficient number of wire baskets or trays provided for sterilizing and draining utensils

dishwashing machine

Clean; in good working order
Entire surfaces of utensils adequate sprayed
Utensils exposed for sufficient time to washing and sterilizing process
Automatic detergent feeder in good order
Wash water changed frequently

washing and sterilizing operation

Pots and pans scraped, scoured and cleaned
Eating and drinking utensils thoroughly cleaned and sterilized after each use; scraped, rinsed, then washed in clean hot water (110° to 140° F.) with detergent; sterilized with water at 180° F. or higher; set aside to drain and dry so that towelling is unnecessary
Stored on clean shelves, protected from rodents and insects, dust and splash

garbage receptacles

Emptied and cleaned daily
Stored away from foods
Adequate number of metal covered garbage cans
Not broken or leaking
Garbage room, if provided, ratproof, clean, free of odors

methods and operation

Foods protected from contamination on counters, show-cases, etc., no open displays
Perishable foods kept refrigerated between processing operations, and prior to serving
Custard filling and custard-filled pastry rapidly chilled, and kept refrigerated
Hollandaise sauce not kept more than two hours after manufacture
Pork and pork products thoroughly cooked to prevent trichinosis
No unnecessary human handling of food
No handling of surfaces of eating and drinking utensils which come in contact with the mouth
Poisonous insecticides not carelessly spread where they may contaminate foods or utensils
No evidence of rodent or roach infestation
Use of silver polishes which contain cyanide prohibited
Ice Cream scoops kept in cold running water
Milk dispensed from approved dispenser or in single service container
Milk can tags filed and kept for 60 days
Shellfish received from approved sources only
Shellfish tags filed and kept for 60 days
No animals housed

personal hygiene

Hands and fingernails frequently washed, especially before leaving lavatory
Caps or hairnets worn
Clean washable outer garments
No spitting and no smoking
No person at work with any communicable disease, colds, sores or infected wounds
Hands kept away from nose, mouth, skin, hair, etc.

Menu FOR MENU WRITING

Well planned and properly written, your menu can be a potent selling medium in your store. As a means of sales stimulation it is equally as important as window displays, backbar signs and suggestion selling.

Your menu is your silent salesman. To make it a forceful profitable "salesman" requires considerable thought, careful planning and a realization of the power of words in selling people.

Your menu can serve as a bright glittering stop sign if you learn the technique of using "words that tease the appetite." Flash your sales message in sparkling provocative descriptive phrases. Just as you spend time and thought in preparing an attractive unusual window display—so you should also carefully construct the menu that your customers will read. Your striking window display may have brought them into the store but your menu can help considerably in selling them.

Whet the customer's desire through tantalizing, appetizing descriptive word pictures on your menu, keeping in mind the provocative punch and power that words have in influencing sales.

When a customer picks up your menu to order he wants to know something about the items you offer. This is your opportunity to do a selling job. Your menu should tell

SALES-MAKING PHRASES

Lightning Service
Sterilized for your Protection
Pasteurized
Fresh Homogenized Milk
Topped with our own special sauces
With dated fresh eggs
With fresh yeast
Tulip Hot Fudge
Spic and Span
Made in our own kitchen
Sanitary
Generous Portion
Made with fresh fruit
Slenderizing but appetizing
Clean, Crystal Clear Glassware
Sanitary Paper Service
Tender Prime Cut
Well trained staff
Personal Supervision
Double header
Three decker
Lenten specials

MAY WE SUGGEST AN ICE CREAM COMBINATION TO PUT THE FINAL

MENU

ICE CREAM FLAVORS

Fresh Fruit Strawberry
Pineapple
Chocolate Chip
Chocolate
Banana
Vanilla

SUNDAES

CHERRY EARL — Crushed Black Cherries over delicious Ice Cream and topped with crisp English Walnuts and Whipped Cream.

FRESH PEACH — 2 scoops of Ice Cream swimming in sliced Fresh Peaches and topped with rich Whipped Cream and a Red Cherry.

BITTERSWEET — 2 scoops of satin smooth Nutritious Vanilla Ice Cream covered with rich tangy Bittersweet Chocolate—topped with Whipped Cream and a Cherry.

ICE CREAM SODAS

DOUBLE CHOCOLATE — Smooth rich Chocolate Ice Cream combined with mellow chocolate syrup in a chocolate lover's taste delight.

GOLDEN GLOW — Try this cool, fruity, taste teasing soda and you'll see what we mean by Golden Glow.

MILK SHAKES AND MALTEDS

FROSTED ROOT BEER MILK SHAKE — This delightfully different healthful milk drink will quench your thirst and satisfy your taste.

BROADWAY MALTED MILK—Coffee and Chocolate team up to make an "out-of-the-world" flavor sensation which tantalizes the most pallid palate.

FREEZES AND ADES

MINTED LIME FREEZE — Pick up your sagging spirits with this cold, sparkling energy restorer.

LEMON RICKEY—Give the heat a "mickey" with this cool tangy rickey.

BANANA SPLITS

CHERRY BERRY — A banquet in one dish—Three dips of Ice Cream—a split ripe banana—covered with cherries, blueberries, whipped cream and chopped nuts.

HOLIDAY — A delightfully different creation — a delicious joy ride on a merry-go-round of favorite Ice Cream flavors — tempting toppings with Banana, Nuts and Whipped Cream.

him what he wants to know in the most effective way possible—with items sequenced in accordance with their popularity and to speed service—in clean easily read, well spaced sections; described by palate tingling, taste provoking, eye catching words.

Since Ice Cream is the biggest profit maker at your soda fountain you must remember that your Ice Cream sundaes are not just sundaes—your Strawberry sundaes are made with a generous portion of Ice Cream, covered with fresh, red-ripe strawberries and topped with freshly whipped cream. Your Hot Fudge Pecan Sundae has plenty of thick creamy hot fudge and is covered with crunchy new-crop Texas Pecans.

To make your menu an effective selling medium in your store you can use:

1. "Appeteaser" words such as—tempting, delicious, refreshing, rich, full bodied, smooth, creamy, mellow.
2. Colors in description as—green string beans, red strawberries, purple grapes, golden corn.
3. Point of Origin as—Philadelphia cream cheese, Waldorf salad, California lemons, Texas grapefruit, New York greenings, Georgia peaches, Florida oranges.
4. Type of Cooking as—baked potatoes, barbecued beef, roast pork, toasted sandwiches.
5. Name of Preparation as—Country style, Southern style, New England style.

Always, however, be honest with your customers. Don't advertise fresh strawberries if you're using preserved fruit. Don't announce piping hot oyster stew and then serve a tepid, tasteless dish. Build your reputation for fine foods and delicious Ice Cream combinations by serving quality products exactly as advertised. Make the words tease'em and the food please'em.

TOUCH TO YOUR LUNCHEON

MENU CLIP-ON HERE

MENU

SOUPS

Our soups are delicious, fullbodied and nutritious — prepared by old fashioned recipes in our own kitchens.

SANDWICHES

SUGAR CURED HAM — Special baked sugar cured ham on fresh wholesome bread — your choice of mustard or lettuce and mayonnaise.

EGG SALAD — tasty—nutritious—made with strictly fresh eggs, crisp celery and mayonnaise.

CHEESEBURGER — finest ground beef — cooked to taste—served with tangy sauce and melted cheese.

HOT PLATES

T-BONE STEAK — Tender Western Beef broiled to order and served sizzling hot with golden brown french fries and tomato slices.

CHICKEN PIE — Home baked with tender chicken and vegetables under a flaky golden brown crust.

OLD VIRGINIA HICKORY SMOKED HAM — Served with all the tender-sweet flavor preserved in the meat and with glazed, candied sweets.

SALADS

STUFFED TOMATO — whole red ripe tomato filled with egg salad served on crisp lettuce with potato chips and salted wafers.

FROSTED FRUIT SALAD — Chilled diced assorted fruit on a bed of shredded lettuce accented with a large scoop of cool taste-thrilling fruit sherbet.

DESSERTS

A LA MODE — Means "with Ice Cream"—on pies, cakes, puddings, donuts, etc.

STRAWBERRY SHORT CAKE—with Ice Cream. Luscious red strawberries on old fashioned short cake topped with a goodly portion of strawberry Ice Cream.

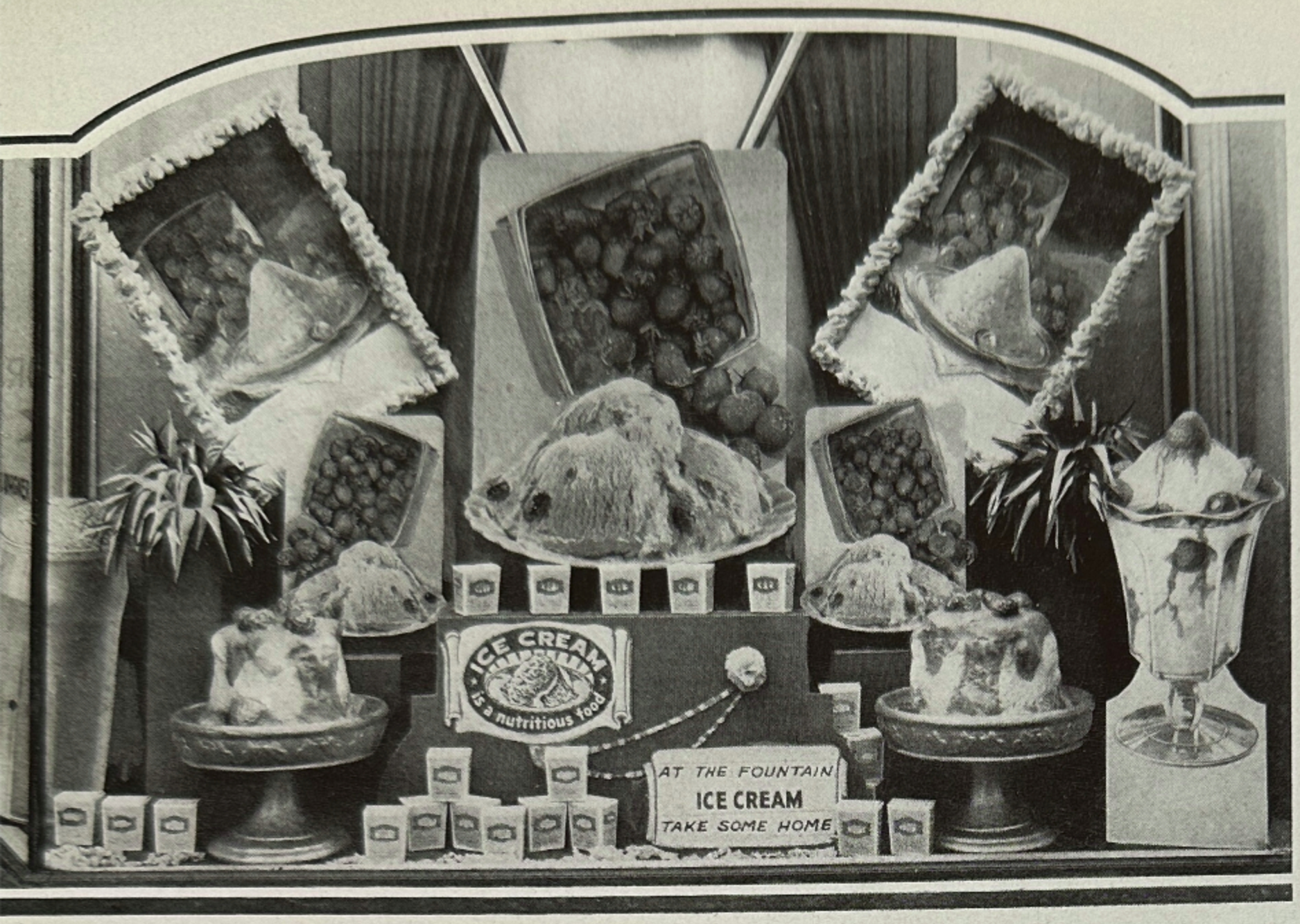
CHOICE OF PIE — fresh fruits in season baked between two flaky tender pastry crusts. Taste satisfaction is complete when served a la mode.

BEVERAGES

Coffee, Tea, or Milk.

APPETEASERS

Cold sparkling
Tangy
Invigorating
Ripe, Juicy, Tasty
Double-Rich
Crispy, Crunchy
Golden Brown - Just Right
Sliced Fresh
Sizzling
Delicious - Nutritious - Satisfying
Tender
Smooth - Mellow - Full flavored
True Butter-flavored
Creamy - Full bodied
Sugar Cured
Freshly Oven-baked
Delicious Homemade
Palate Tingling
Tantalizing
Luscious Large Fresh Berries
Properly Seasoned



window displays

Have you ever sat down to a dinner at which steak—large, tender, juicy, succulent steak—was "the heart of the meal" and then discovered you weren't hungry, you had no appetite? What a disappointment? If only you could find the urge to eat.

Toying with your appetizers you pop a stuffed olive into your mouth. The sharp tangy bite of it whets your taste buds. You try another. The sensation is delightful. You follow with a dab of gingery relish on a piece of celery. My! Your stomach is waking up. It's beginning to get excited. You can't wait for that steak now.

YOUR APPETIZERS

If window displays were substituted for the appetizers in that little story and the inside of your store, bulging with merchandise to sell, took the place of the large juicy steak would you get the connection?

Your windows are the appetizers that tempt the customers into your store. No appetizer—no temptation. No temptation—no sale.

The bright green olive bulging with red stuffing attracts the eye and sharpens the appetite. It's definitely a taste sensation and one taste makes you feel you must have more.

STOP SIGN

The same appeal will work on your potential customers. Make them stop and look at your window. Dress it up. Give it color, attractiveness, appeal. Make it so eye catching that the customer instinctively wants to see more—he can't help himself, he wants to come inside.

When you've done that you're well on your way to making sales. If the inside of your store—"the heart of the meal"—lives up to the appetizer you've accomplished your purpose.

Arrange your windows as appetizers to whet the customer's "buy" buds. Use color, contrasts, highlights. Make your display provocative, distinctive, unusual. Remember if it stops a potential customer you've made a start on sales.

GET SET FOR BUSINESS

Before you decorate your window get set at the soda fountain for the service you will feature. Tell your dispensers about it. Have them "play up" the special in their sales talks. Place eye catching signs of the special on your back bar. Then decorate your window to highlight that service.



Surveys have shown that items displayed in windows sell many times faster than those not displayed. But only if they stand out—only if they attract attention.

If you keep this in mind you won't crowd your window display. Crowding overwhelms the potential customer and distracts his interest. If you try to include too much he'll shrug his shoulders and pass on. Your effort will be in vain.

STICK TO YOUR THEME

Decide on a theme and follow it through. It might be Ice Cream Sodas, it might be Fruit Sundaes—but whatever it is stick to the central idea. Highlight the theme. Bring it out in sharp relief.

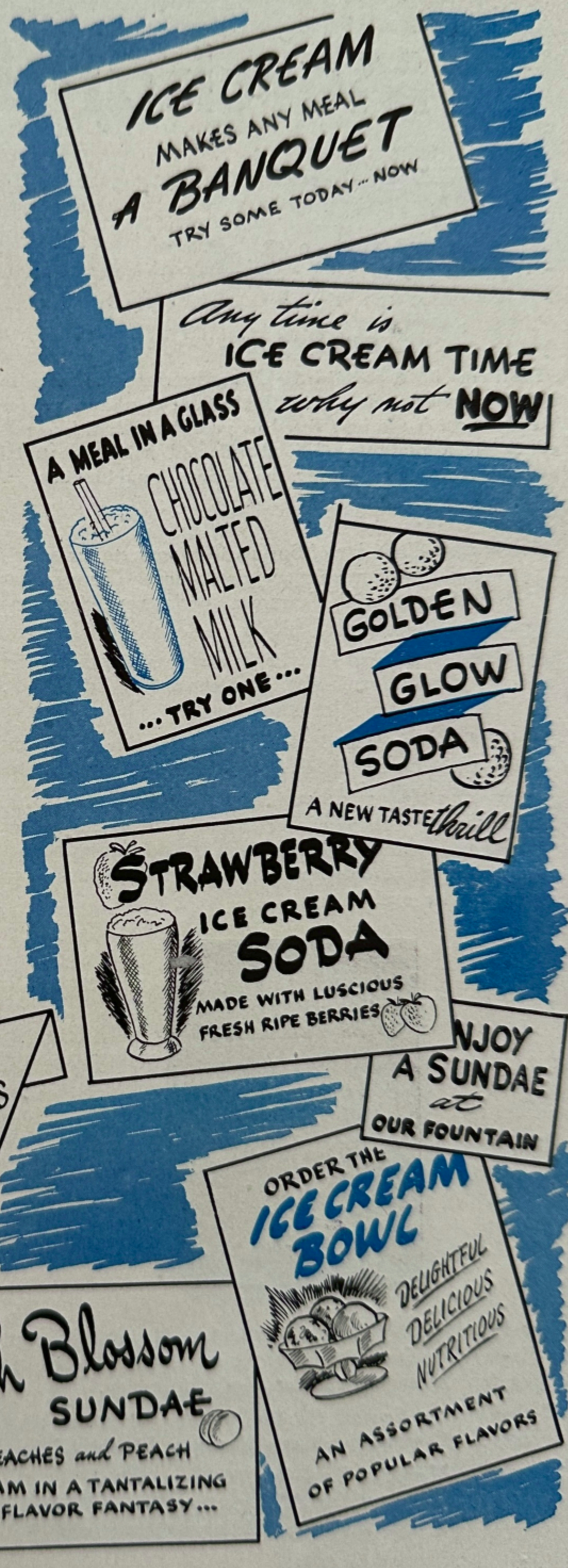
signs and menu clip-ons

Often just a simple sign, placed where it catches the customers eye, stimulates the "buy now" impulse, which results in a purchase.

Here are some signs which will suggest to you what we mean. They can be hand done in black ink on white paper or pastel shades. Black on white or yellow is easiest to read. These signs can be put on the mirror with scotch tape, thrown over wire, inserted in frames, as center of a display—or used in windows—anywhere to call attention to Ice Cream. Change them often—in fact, it is better to change them every few days, or at least to change their location.

Perhaps our wording won't suit you—okay—make up your own. Keep the signs simple, just a phrase to jog the customer into "that's for me".

Many of these signs can be adapted for menu clip ons. For this use a small square of fairly stiff paper 2″ x 2″ or on oblong 2½″ x 1¾″. It can be lettered if you have some one good at this, and these clipped on to the menu. Use only one or at the most two at a time and keep them simple—*they are reminders,* and should be just a flash suggestion.



Merchandising calendar



SELECT SPECIALS TO FIT

The items illustrated in the Four Seasons are shown to encourage you to select those Ice Cream combinations for featuring which are best fitted to your individual business and to the availability of foodstuffs, advertising material and serviceware needed for the various combinations.

SPECIAL DAYS:

March 21st—First day of Spring. Give your store a spring cleaning. Freshen up your decorations. Change your advertising material. Feature a special made from one of your staples.

April 1st—April Fool's Day. Specialize one of your budget sundaes for volume sales. Use signs: "No Tricks . . . It Clicks."

April 14th—Pan American Day—a salute to our neighbors to the South. Coffee flavor is the theme in sundaes, sodas and milk shakes.

Easter Sunday—Dress one or two of your staples up for the Easter Parade. Milady is wearing her new bonnet gay with bright colors so make your Easter Sundae an appropriate one.



May 1st—May Day—Set up a miniature May Pole in your display window with the paper streamers attached to the Ice Cream combination you're featuring.

Mother's Day—Second Sunday in May—Feature take home Ice Cream for mother's dinner on this special day.

May 30th—Memorial Day—Red, White and Blue are the decorations. Feature an All American Banana Split or some other special service with a patriotic name.

THE VOICE OF SPRING OR—LOOK AT THE CORNERS!

'Member back when you were just a kid and "Mom" always turned things upside down for "Spring house cleaning?"

Fierce while it lasted, but everything was sure nice when we were all settled again!

Why not "house clean" the fountain, before the busy summer days catch up with you?

Take a real look around and see what a lot of corners you've missed in the day's clean up schedule. Dig 'em out and get your part of the store so clean it "hits 'em right in the eye," when they come in the front door.



FOUR ESSENTIALS

There are four outstanding things that you can do to help yourself become a better Ice Cream merchandiser:

1. SMILE
2. BE COURTEOUS
3. KNOW YOUR BUSINESS
4. TAKE AN INTEREST IN YOUR WORK

Be agreeable. Before you have a chance to say a word to a customer, your expression and attitude have made a definite impression. A real smile is a good start toward a sale.

Courtesy is consideration for others. Service is more satisfactory where it is based on courtesy. Courtesy is a great good-will builder.

Knowledge gives you confidence in yourself. Knowledge of your product and how to make the items your menu lists, enables you to advise customers wisely, thereby increasing your sales.

Take a keen interest in your work. Be enthusiastic! Without interest in your work, no amount of selling skill will give you more than a temporary success.



SUMMER

SPECIAL DAYS:

JUNE—is Dairy Month. Tie in Ice Cream with other dairy products . . . a cheese sandwich with an Ice Cream soda, milk shake made with really cold milk.

Father's Day—Second Sunday in June—Dress up one of your staples and give it an appropriate name for Father's Day selling. Take good care of the kiddies when they come in with Dad because the youngsters are the quickest way to his heart—and pocketbook.

June 21st—Knock, knock. Who's there? Summer once again. Get ready for busy days ahead. And in the hot summer weather when you serve customers that delicious Ice Cream—smile and be friendly. A genuinely friendly attitude will help hold customers.

July 4th—Independence Day. Use the colors of the Flag to decorate your windows and your Ice Cream dishes also.

August—is vacation month. People are on the road, in strange towns and cities all over the country. Make your store inviting and it's you who'll get the extra sales.

Labor Day—First monday in September. Last long week end of the summer season. Make "sell more Ice Cream" your motto.

School Days—Children going back to school now. Their nickels and dimes mean business for you. Treat them as graciously as you would any adult . . . they're your customers today and your customers of the future.

Feature your staple items for Special Day Selling.

SUMMER AT THE ICE CREAM DEPARTMENT

Cleanliness at the soda fountain is particularly important in hot weather months. Then it is so easy for food to spoil—so easy for "off" odors to develop when emptied milk bottles are left standing in the heat, when syrup cans are not disposed of when emptied, when fresh fruit is not sorted often.

Yes, summer is our busiest time at the soda fountain. It must also be the time of greatest attention to the little details of cleanliness. Just a few drops of milk spilled and left, can cause a decidedly unpleasant odor—or milk wiped up and the cloth not well washed. What a "fragrance" that breeds in a few hot summer hours.

Even beyond the unpleasantness of such odors is the actual danger of spoilage in food not stored under proper conditions. Dairy products, meats, fish and similar foods become "spoiled" in a short time, if not kept under refrigeration. Not only are they dangerous to serve, but the loss in the amount which has to be thrown out, seriously affects the fountain's gross—and don't cut down that gross by letting flies "elbow out" your paying customers at the fountain.

You can't make net without gross and you can't make gross if product cost runs too high in comparison to sale price, or without customer demand.

Watch the little things at the soda fountain. Keep it clean. Store supplies promptly in storage places that are spotlessly clean and at proper temperature. Buy wisely to avoid over stocking of perishables. These will help keep customer attraction at your summer soda fountain.

THAT CLEAN COOL LOOK!

Sure, it's hot! And, so, customers are "piling in" to soda fountains and Ice Cream departments for something cool to eat or drink. Are you ready?

Half the secret of making customers feel cool is to have things arranged to avoid a cluttered, confused appearance.

How does your set-up look?

A messy back-bar, piled high with "odds and ends," mirrors covered with a dozen signs put on at any and all angles, dirty glasses and spoons "parading" around the sink—nothing in these suggests coolness to the customer.

Clean up! One of the coolest looking back-bars we've seen was just a well arranged display of sparkling soda glasses and a bowl piled with yellow oranges at each end—nothing else! The mirror was clear except for three signs:

"Orange Freeze"

Cool, Thirst Quenching, Delicious

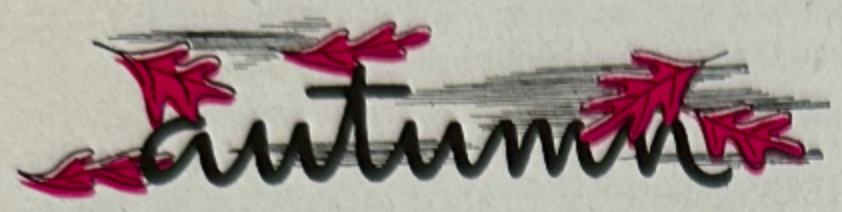
Price ——



in the center, and the two other signs advertised other Ice Cream specials.

That back bar was "stripped for action"—and, getting it!—in customer attraction and purchasing.

Put away all the supplies you aren't using. Keep the counters clean. The more space you have free—the easier you work and the more inviting your Ice Cream Department to the hot, weary, and thirsty.



THE WAY TO PROFITS

There is an old saying—"You never go broke handling crowds"—which sounds swell—but like a lot of other such sayings, is only partly true. Crowds in the retail store usually do mean *sales*—but sales have to be made at a profit or crowds can mean serious loss to a store.

Sales volume alone doesn't create profit—but if costs are known and goods priced to yield a fair return—then each additional sale does add to net profits.

Knowledge of costs:

1. Gives a basis for predetermining selling price of individual items to yield a satisfactory profit.
2. Makes possible pricing by actual costs rather than by store traffic.
3. Instantly suggests where food costs or expense items are excessive, and by changes can be brought down to a lower level.
4. Makes possible recognition of efficient employees.
5. Gives ability to select merchandise for resale. With knowledge of costs, the store owner is prepared to develop sales in those departments where it will be most advantageous to him. The field of opportunities awaits his initiative.

Training the new employee in the proper serving and dispensing of Ice Cream and items containing Ice Cream helps assure the profitable operation of the store soda fountain or Ice Cream department.

The fountain is a great aid to the store's financial position if properly managed.

Know your costs—train personnel in correct dispensing and you are on "the way to profits".



SPECIAL DAYS:

World's Series—Tie prominent baseball names in with your Ice Cream promotions. Name a sundae or a soda or a milk shake after the current home run king or favorite pitcher.

Football Days—Can be turned into profitable days if you get the after-the-game crowd coming into your store.

October 12th—Columbus Day. Help your customers discover the special Ice Cream combination your're featuring by doing an extra special job of merchandising.

October 31st—Hallowe'en—Trim your windows with appropriate decorations. Orange and black is the color scheme for Hallowe'en. You can feature a "Hallowe'en Sundae" by adding a soda spoon of candy corn to your staple chocolate sundae.

Thanksgiving Day—Take-Home Ice Cream for the big Thanksgiving dinner will sell on this joyous holiday if given the right promotion. Suggest take-home Ice Cream to all customers who come into your store.

Use your staple items for special day selling.



PEP AND ENERGY

Hot days gone—now's the time to push milk drinks made with Ice Cream. They're the favorite of millions of lunchers. With a good sandwich they give a real answer to a "quick but filling" noon meal—and don't forget—Ice Cream milk drinks can make lots of mid-morning or mid-afternoon "snack" customers.

Getting your share of milk drink sales? How's about checkin' up on the little things that give that "come again" appeal to Ice Cream milk drinks?



KEEP 'EM COLD

You bet—that's the first rule. Everything that goes into milk drinks must be cold. Start with the mixing cup—keep it in the cold cabinet between "shakes"—makes a big difference. Keep milk where it is really chilled—you won't get the "fluff" which makes that drink so pleasing to your customer if milk is room temperature or only a little below.

WINTER

ENTHUSIASM

The successful merchandiser is one who is enthusiastic about the product he is selling. His enthusiasm must be natural—a spontaneous expression that is vital, electric, strong enough to impart itself to the customer.

It is said that one of the late Irving Thalberg's greatest qualities was that of "terrible enthusiasm." Commenting on this vital spark in this young man's life, an intimate says, "It poured into you and electrified you, stimulating you beyond your own ability".

William James, father of practical psychology said that the average man is only half awake. With enthusiasm the awakening can be completed and talents that now lie dormant begin to function for business advancement.

Few people can remain cold and unresponsive in the presence of someone who believes sincerely in what he says. Once you've penetrated a customer's reserve with your enthusiasm you're well on your way to a sale.

Simulated enthusiasm, however, is something to which you should never resort. It's difficult to feign enthusiasms and people invariably detect it for the hollow pretense it is.

If you can't generate an honest enthusiasm don't put on an act—it will only serve to alienate your customers.

Genuine sales enthusiasm requires a complete knowledge of the product you are selling. You can't feel a genuine excitement over an article about which you know nothing.

Know what you're selling before you attempt to sell.

A love for your work, a knowledge of your product, loyalty to your employer and fellow employees and an honest eager enthusiasm are essentials in the make-up of any successful salesman.



SPECIAL DAYS:

December 25th—Christmas Day. Merchandise take-home Ice Cream for the Christmas dinner. Keep your store bright, cheerful and holidayish and you'll attract the crowds. Don't believe the old fallacy that December is a bad month for Ice Cream sales. It's only as bad as your lack of merchandising makes it.

January 1st—New Year's Day—Put appropriate greetings in your display window. Wish customers "the best" when they come into your store.

January and February—Basketball and Ice Hockey season . . . opportunities to cash in on the interest of the sport fans who want to sit someplace and talk over the game.

February 12th—Lincoln's Birthday—Feature an "Honest Abe" Sundae that's made from one of your staple items.

February 14th—Valentine's Day—Feature a Valentine Sundae by sprinkling some candy hearts over one of your staple sundaes.

February 22nd—Washington's Birthday—Feature cherry in both Ice Cream and flavoring.

March 17th—St. Patrick's Day—Pistachio Ice Cream and Lime Sherbet are your sellers for this day.



FAVOR YOUR FUDGES

Fudges There are a few cautions and precautions to check over as you start hot fudges rolling, for sundae selling.

NOT TOO HOT! Don't let fudge warmers heat chocolate fudges so hot that cocoa butter separates. You can't get the fat back in to make a smooth fudge if it once separates. If you find your kettle overheats, look on the bottom for regulating directions or have it serviced by the fudge supplier.

NOT TOO THICK All fudges "cook down" through the day—just need to have the moisture they've lost, put back—to make them okay again. Beat in a little hot water every morning to "thin down" fudges to first thickness. Don't use simple syrup to thin fudges. Not necessary either to use milk. All they've lost is water—so put that back in and you're all set for a new fudge day.

Keep It Scraped Don't let fudge get up on sides of warmer and "bake on". It crystallizes or "sugars" if you do. Then, if you scrape this into the fudge, it gets grainy and has an overcooked taste. Keep kettle scraped down to keep fudge tasting right.

Wash The Kettle When fudge gets low, take it out and give the kettle a thorough cleaning and drying. Start "all over again" with fresh fudge. Never refill kettle without cleaning—spoils the taste.

Give 'Em a Beatin'! Fudges, chocolate or butterscotch, need to be "stirred up" every time they are used. Go after 'em with a good beatin'—keeps 'em smooth and the same thickness for every service—not so much sticks to the ladle and you don't over portion.

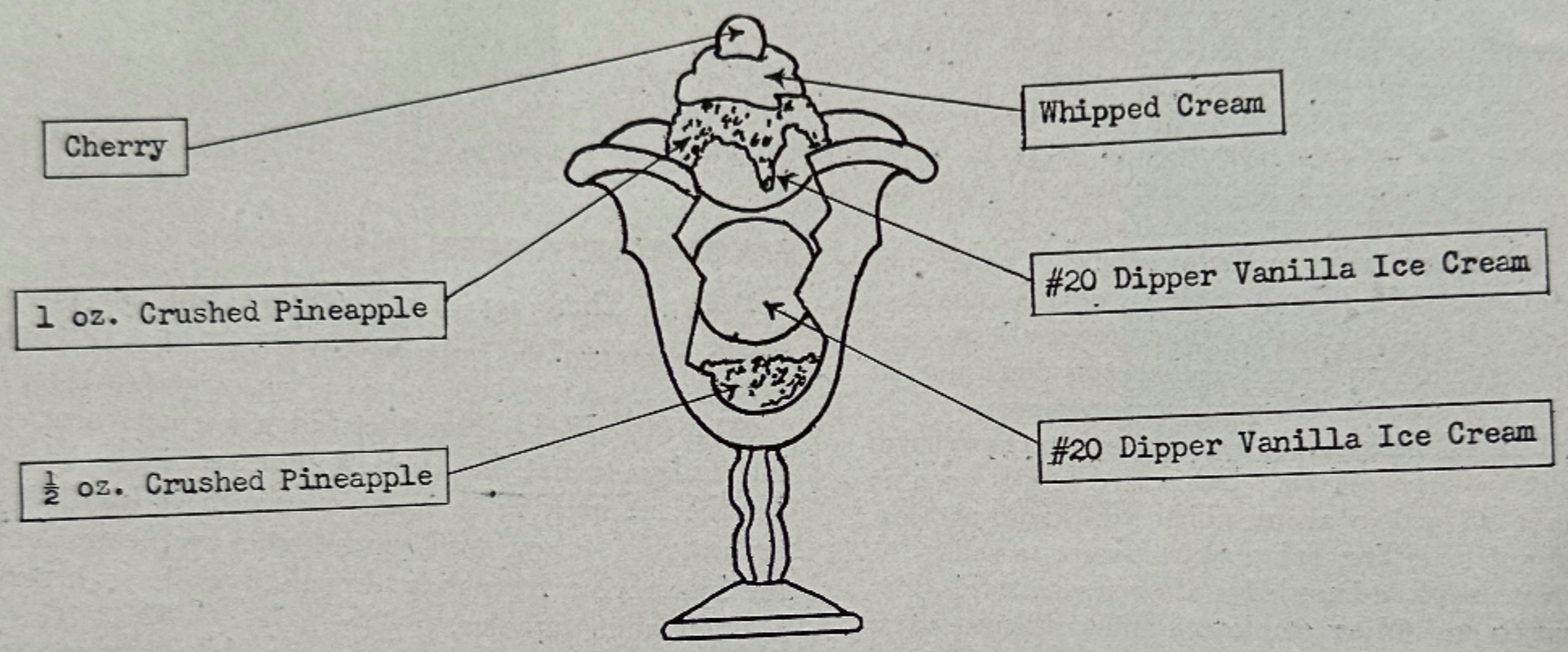
Check your reminders and keep "fudgin' along."

NOTE: The items illustrated in the Four Seasons are shown to encourage you to select those Ice Cream combinations for featuring which are best fitted to your individual business and to the availability of foodstuffs, advertising material and service ware needed for the various combinations.

suggestion for soda dispensers' sheet

Sample of a mimeographed sheet for the store owner or fountain manager to give to the soda dispenser for use in making an item selected for featuring.

Pineapple Tulip Sundae



Preparing the Sundae Topping

The Pineapple fruit which we use comes packed in concentrated form. For fountain service a 2 to 1 dilution is necessary. Since our fruit bowls hold about 4 pints - to fill a bowl, measure 1 pint concentrated crushed pineapple from the can or jar (be sure you use a dry sterile spoon) into the clean sterile fruit bowl, add 2 pints simple syrup and blend thoroughly in the bowl. This is now ready for service.

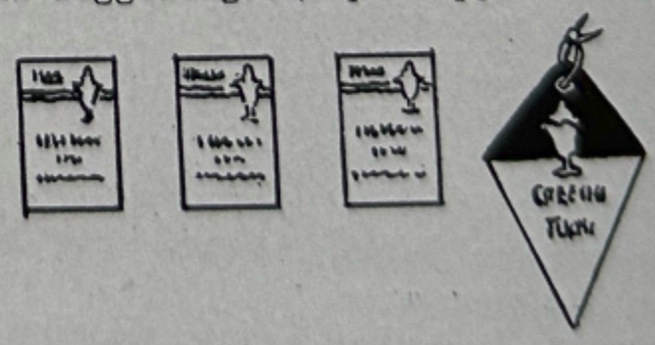
Making the Sundae

Select a clean sparkling sundae glass. Follow the chart above, putting ½ ounce crushed pineapple into the glass, then 2 number 20 dippers of Vanilla Ice Cream, then 1 ounce crushed pineapple. Top with whipped cream, garnish with a cherry. Serve on a doily or doily covered plate with spoon at the side, a glass of water - a napkin - and serve with a smile.

Merchandising

The window is trimmed with pineapple posters and signs suggesing our pineapple sundae.





Put the mirrow strips on the backbar and the menu clip-ons onto the menu - and suggest crushed pineapple sundae to customers. Wear a lapel badge suggesting the sundae.

specializing

BY MERCHANDISING

MAKING A SPECIAL OUT OF A STAPLE

Its the power and the punch you put into your sales promotion that sells a special—yes power and punch can easily make a "special" out of a "staple".

You can take the regular strawberry sundae that you've been selling in an ordinary way for a long time, and by the proper mechandising—and maybe a slight change in the make-up of the sundae, possibly adding a whole strawberry on top of the whipped cream or changing to strawberry Ice Cream instead of the usual vanilla—make it a best seller in your store.

Good merchandising is making people want what you have to sell—helping people to buy. The majority of people don't always know what they want. They're open to suggestions, susceptible to well directed advertising and influenced by the right kind of sales promotion and selling.

Quite often *your* merchandising makes *their* decisions. If you do a poor job of merchandising—or neglect it completely—then you're helping to make up your customer's mind—*not to buy in your store!*

If your merchandising has been thought through and planned, if it's based on an understanding of what stimulates a person's buying impulse and is directed toward increasing that stimulus—you are again helping your customer to make up his mind—this time to buy what you're selling—*what you want him to buy*—and what he will enjoy after he has bought.

Take the strawberry sundae for instance. Say that for some time it has been a fairly consistent seller in your store but not enough of your customers call for it to give you the volume this sundae deserves. Then one day you suddenly decide that you're going to sell more strawberry sundaes. Maybe you have a lot of fresh strawberries on hand you want to move. Maybe you're just looking around for something to feature. For some reason, anyway, you decide you *can* sell more strawberry sundaes.

With that thought in mind you sit down to decide HOW you're going to do it.

That is when you begin merchandising. It's the first step—the thought, the planning. A good merchandising campaign is not a haphazard affair—not a hit-or-miss job. It is the result of careful consideration and methodical planning, based on your experience with your own location, customers, their incomes, etc.

First, you want to inform your customers that you are featuring a strawberry sundae. If they don't know about it, obviously they won't buy it. So you want to bring it to their attention as often as possible. That calls for backbar signs, menu clip-ons, window displays, dispenser lapel badges.

There may be occasions when you want to feature an Ice Cream item without disturbing the current window displays. Such a message can be successfully broadcast to passing traffic by the use of a 22″ x 28″ sign card in a frame in the center of the window. The sign should carry an illustration and sales message featuring the Ice Cream Soda, the Sundae or whatever you are then specializing.

Convert sidewalk circulation into store traffic by starting your merchandising right out in front. Walking along, a potential customer is attracted to your unusual window display. The theme is strawberry. Looking at that window makes him sundae conscious, interested enough to go inside your store.

The first thing the customer notices when he sits at the soda fountain is a prominent backbar sign telling him how good your Strawberry Sundae is. That's the right follow-up for the window display. It keeps his interest —his appetite—aroused.

Picking up the menu he immediately notices the clip-on featuring your Strawberry Sundae. It's beginning to grow on him now. His appetite is teased to a point where it would be difficult for him to order anything else after all this sales promotion.

But that is not the end of merchandising.

The soda dispenser when he comes over to take the customer's order is wearing a lapel badge that attracts the customer's eye. "Try Our Special Strawberry Sundae" it says and serves its purpose—keeping a reminder of the sundae before the customer.

By this time the customer is about sold. But to give merchandising a real test let's suppose the customer is a rugged individualist who insists on ordering a sand-

wich. Fine—the soda dispenser serves the sandwich. Then, when the customer is about finished, the dispenser very tactfully suggests that he try "The Special Strawberry Sundae—so tempting with plenty of fresh luscious strawberries and dairy fresh whipped cream".

Well, all this time the customer has been gazing at the sign on the backbar, looking at the menu clip-on and eyeing the lapel badge. He's pretty well convinced that he shouldn't leave without trying the strawberry sundae that looks and sounds so good.

The soda dispenser's polite suggestion clinches the sale.

This idea for merchandising a strawberry sundae can be adapted to a chocolate sundae—an Ice Cream soda—a milk shake—or any of your staple services. It can of course, also be used by the merchant who, as a part of his merchandising program desires to feature Ice Cream items which go beyond the regular staple combination. And never doubt that this type of special sells to a lot of people. It depends entirely on your class of trade.

It is merely a matter of getting customers "buy-focals" trained on your merchandise. You don't have to go out and buy new materials to develop "special" selling. Just focus attention on your "regulars"—and be sure they live up to what you say about them.

The same merchandising idea applies to using staple services for Special Day selling. There are many special days in the year on which you can capitalize your Ice Cream selling. "Our Cherry Sundae—a treat for Mother" for example for Mother's Day—"Dad will go for our chocolate Milk Shake, made with plenty of Ice Cream"—for Father's Day and so on through the list. Decide on the customers to be "sold"—then the particular Ice Cream service most appealing to that class of customer and promote that Ice Cream item. It builds business—has for everyone who has tried it and it will for you. That's "special" selling at its best. Making specials out of staples—specializing by merchandising.

This is good merchandising. Of course, it isn't simple—it takes time, effort, thought, planning. But so does everything else worth doing. And good merchandising is definitely worth the doing since it brings such tangible results in increased sales and extra profit.

DISPLAY SODAS OR SUNDAES ARE AN EFFECTIVE MERCHANDISING HELP

MAKING A DISPLAY SODA

To make a display ice cream soda, put 1 ounce of chocolate syrup into your regular soda glass, then add a dipper of artificial ice cream. Take an ordinary table knife and stir the chocolate syrup and ice cream together, but do not mix thoroughly. There should be some white streaks in the finished product. Then turn the glass around and with the knife spread the mixture around the inside surface. Then take white paper and push it down in the glass. Also take two or three napkins, wad into a ball, and put on top of the other paper. Make some more of the syrup-artificial ice cream mixture in another glass, put some of this on top of the napkins and then top with artificial whipped cream and a cherry. Break a straw in half and place one half in the glass.

MAKING A DISPLAY SUNDAE

To make a display sundae, select one of your sundae glasses—be sure it is clean and free from chips or cracks.

Pour ½ ounce of heavy base syrup or crushed preserved fruit into a tulip glass. Use only heavy base stock—do not thin with simple syrup. Thin syrup runs off the artificial ice cream, when used as a topping, spoiling the effect; will soak into the artificial material, eventually spoiling its appearance. Never use uncooked fresh fruit on artificial displays.

Press artificial ice cream, about the size of an egg, into glass with fingers. This should be firmly forced in so fruit or syrup and artificial ice cream meet. Be sure hands are clean when handling artificial ice cream, to preserve appetizing appearance.

Next, with a regular ice cream dipper, working from very hot water, dip artificial ice cream as though it were real ice cream. Be sure dipper is full, and artificial ice cream packed in tightly. If necessary pack firmly in dipper with fingers. In ejecting artificial ice cream from dipper, hold open side of dipper firmly against palm of hand so that cutting blade will not force material out of dipper, but will cut it out. This action brings out the ice cream-like grain of the artificial ice cream. If not satisfied with your first attempt, try again until a natural grain effect is accomplished.

Set the balls of artificial ice cream in place in glass. Be sure no space is left between bottom of this ball and top of material below. If necessary build up bottom section with a small additional quantity of artificial ice cream.

Add just enough preserved fruit or heavy topping to partially cover the artificial ice cream. Never use large portions of fruit topping.

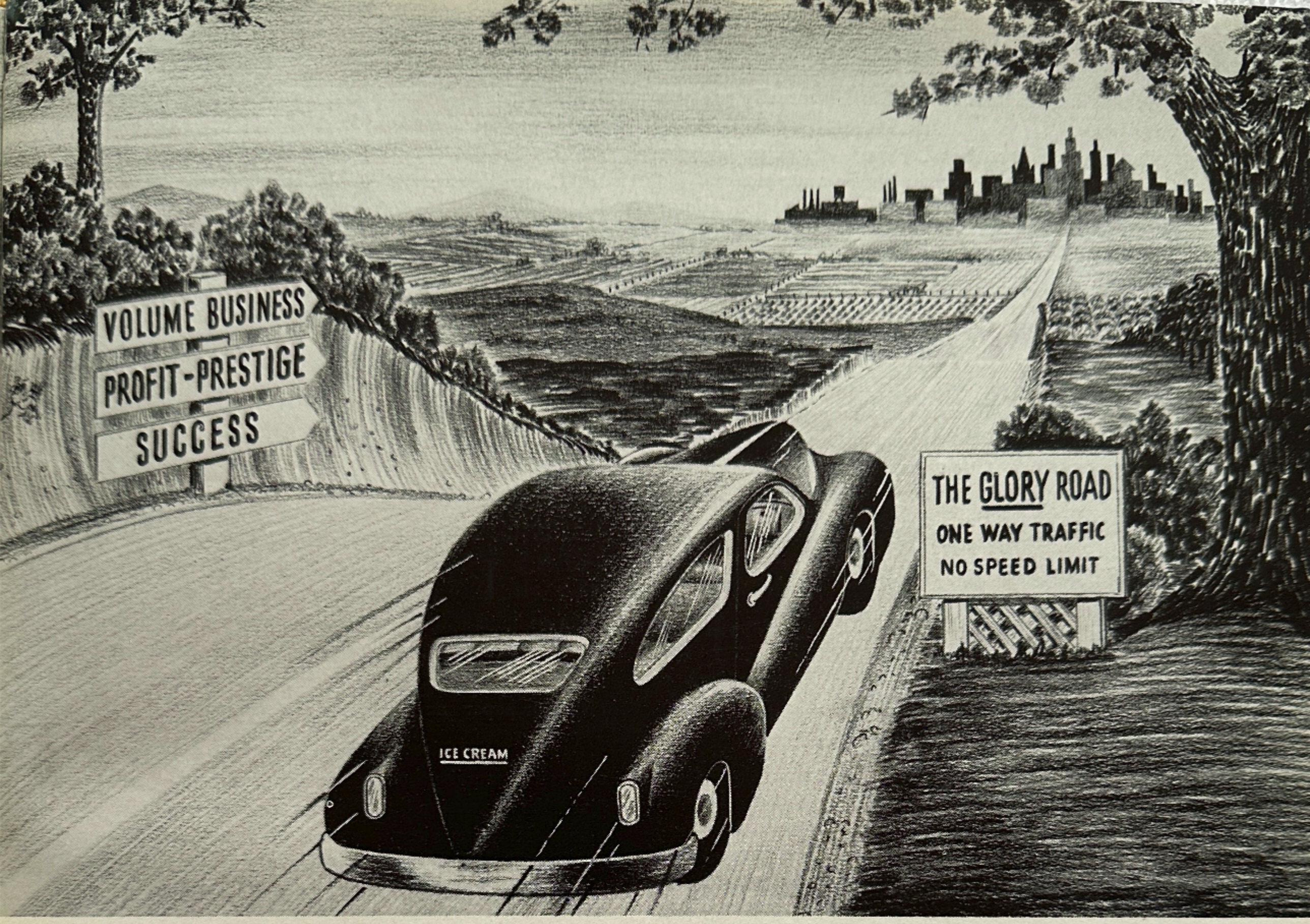
Put a rosette or soda spoon of artificial whipped cream on top and then add a cherry.

FORMULA FOR ARTIFICIAL ICE CREAM

Put 1 lb. Crisco in an electric mixer. Add yellow color for vanilla ice cream and beat on high speed for a few minutes. Then add 2 lbs. of sifted powdered sugar (6X preferably). Mix on slow, then medium speed until thoroughly mixed. Then add ½ cup flour and mix again.

For Strawberry Ice Cream, substitute red for the yellow color and for Chocolate Ice Cream, cocoa.

For Whipped Cream: Use ½ cup boiling water, a little yellow color and 1 heaping cup of Super Suds. Beat with hand beater until stiff as whipped cream.



merchandising

THE "GLORY ROAD" TO SELLING

You've just bought yourself a powerful new eight cylinder car. You haven't had a decent vacation in years. It's about time you took that long planned trip to the sea shore to soak up some sun and relax in the salty breezes. So you haul out the book of maps and look over the roads. You find you have a choice of two routes. The first is a secondary, two-lane, gravel road that winds all over the country and is broken by two long badly constructed detours.

Hmmm. Not so good.

But the second route. Say—there's a road! Six lanes, concrete all the way, straight as a die. What a glorious ride that will be! You want to get there fast so there's no trouble in deciding which road you'll take. It's the six-lane highway for you.

TWO ROADS TO SELLING

The "vacation story" offers a striking parallel to selling. In selling you also have a destination, a goal. Instead of the seashore, your objective is consistent, profitable sales. Here again, you have a choice of two roads. If you've got blinders on your eyes, if you're content to sit around and hope for sales, if you think that maybe people will buy without any effort or imaginative, constructive sales planning on your part . . . then, brother, you're travelling the gravel road, the detour road, the

road that doubles back on itself and eventually gets you no place.

But take a look at the other road—the super highway to success. What's that written on the route marker? It's not a number. It's two words. Two words printed in huge black letters against a background of brilliant white. "GOOD MERCHANDISING" it says. That's the road you want. That's the road to take—the "Glory Road" to selling.

SIX GUIDE SIGNS

Taking the "Glory Road" you'll discover six guiding route markers that will unerringly keep you on the Good Merchandising highway. If you follow these markers you'll never get lost, your travel will be speeded and you'll have definite assurance that you're on the right road to successful selling.

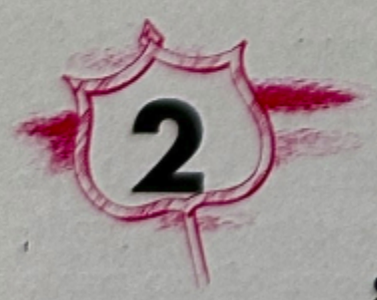


FIRST MARKER

The first marker you'll reach will read:

QUALITY PRODUCTS. That's an extremely important marker on the "Good Merchandising" highway because in selling a superior product that has won consumer preference you have gone a long way in delivering customer satisfaction, an essential in any good merchandising plan. The most artful and ingenious merchandising will not bring customers back for an inferior product. Especially when there are so many other foods competing for a share of the consumer's dollar. Customers resent being sold something which they feel is inferior in quality or service. This may evidence itself in a growing suspicion regarding everything you sell and often results in losing a customer completely.

Your Ice Cream manufacturer has built quality into the Ice Cream that you sell over your soda fountain. By careful storage and competent handling you can maintain that quality. Good equipment is necessary to keep Ice Cream the nutritious and delicious food it is.



SECOND MARKER

The second marker pointing true direction on the Good Merchandising Highway is:

CLEANLINESS AND SANITATION. With our modern insistence on hygienic cleanliness it's only fitting that Ice Cream, as a modern food, should have the best in sanitary handling and serving. Everything about your Ice Cream department should be spotlessly clean and attractive. Customers should enjoy coming in—should look forward to it.

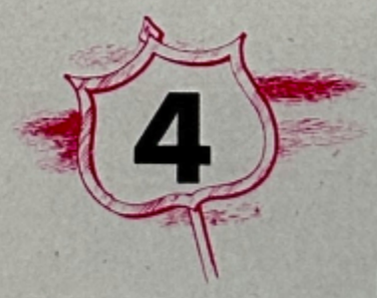


THIRD MARKER

The third guide sign:

SERVICE WARE. Appropriate service ware should be used to enhance the appeal of your various specials. Don't serve all your Ice Cream sundaes in a tulip glass. Have on hand at least two types of glassware so that you can vary the appearance of your sundaes. Glass service ware includes tulip, crimp, stem and bowl. Silver stem dishes or paper sundae service are also used.

Always use service ware large enough to hold the special you are serving but never so large as to give the customer the impression that he is not receiving value for his money. Matching glassware should be used and all service ware should be sterilized, sparkling clean and free from nicks or cracks.



FOURTH MARKER

The fourth marker says:

DISTINCTIVE SERVICE. Don't forget that some people like *distinctive* combinations and services. Just as the discriminating lady selects a special hat to show off her ensemble, so the sound merchandiser should select certain formulas for special Ice Cream combinations. Your artistry will appeal to the customer who likes a change. He'll come back again to see more of your magic.

Remember that in distinctive service, quality Ice Cream requires quality syrups and toppings. And make certain your Ice Cream sodas are made with the cold, highly carbonated water that adds zest and tang to a drink and, with plenty of Ice Cream, builds up customer preference.



FIFTH MARKER

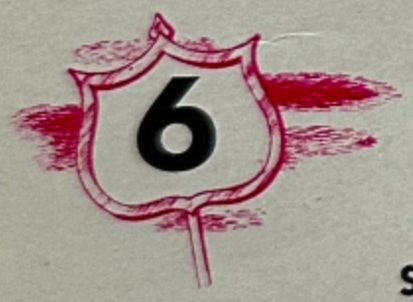
The fifth route marker on the successful selling highway directs you to maintain:

UNIFORMITY OF SERVICE. Look at it this way. Suppose a customer came to your store for the first time and you served him a sundae that caused his palate to pop to attention—his poor mouth watering for more after the last spoonful. Fine, fine. Your merchandising is tops.

But then the same customer comes in a day or two later with the thought of that Snappetizing Sundae still fresh in his memory and what happens? You serve him a "sorry imitation" and he leaves your store disappointed and dissatisfied.

Do you think that fellow's coming back again? Do you think that's the way to go about building repeat business? Brother, you're right! It's not.

Uniformity of service demands that you follow correct formulas carefully. Not, "Well, I guess this is enough topping"—when the formula calls for an ounce and a half. Take the guess out and put the ounce and a half in. Time spent in "selling" your employees on the necessity of minutely following correct formulas will bring a surprising increase in profit and repeat business.



SIXTH MARKER

The sixth marker that will keep you travelling in the right merchandising direction is:

TRAINED PERSONNEL. The best food can be ruined by untrained employees. Train your personnel to be gracious, helpful, speedy and accurate. Such service pays inestimable dividends in repeat business, customer gratitude and general good will. And one pointed valuable thought here: when the customer pays his check give him a smile and a warm genuine "thank you." See to it that the customer makes his exit with a good feeling for your store.

There you have the six markers. Now you also have a . . .

"HIGH POWERED" PRODUCT

Another natural invaluable aid to your ride along the Good Merchandising highway is the fact that as an Ice Cream dealer you're making the trip in a "high powered car"—I-C-E C-R-E-A-M.

Nearly everybody—from "six to sixty"—likes Ice Cream and buys it. Packed with nutrition, palatable to the nth degree, popular all the year round, an excellent food, a body builder, an energy producer, rich in vitamins—what more could any merchandiser want in the product he sells.

It's a natural—and naturally it sells, to the small child of six who comes into your store with his closely guarded nickel—and to the tired business man who stops on his way home from work to buy a quart for the family dinner. Universal appeal! If any product ever had it that product is Ice Cream.

DON'T BE COMPLACENT

But don't take your good fortune for granted. Because if you do you'll become careless and find yourself following the run-down, detour-studded, gravel road that wanders aimlessly and never gets any place.

APPLY THE MERCHANDISING DEFINITION

So get started in the right direction. You know the route markers and you've got the "high powered" product—Ice Cream. As you travel down the "Glory Road" of successful selling read the definition of Good Merchandising that's painted in letters ten feet high right on the concrete of the "Glory Road" to selling:

Good Merchandising enhances the prestige of a product by emphasizing quality, cleanliness and service. It creates and maintains good will for brand names.

By the application of artfully planned and judiciously executed sales ideas, merchandising moves product to customer and customer to product transforming sales resistance into customer insistence.

Merchandising stimulates buying, promotes repeat business, delivers customer satisfaction and helps increase profit for business.

Color Illustration Courtesy of Liquid Carbonic Corp.

Modernizing FOR PROFITS

Never has there been a greater need for a thorough appraisal of merchandising methods on the part of Ice Cream retailers than there is at the present time. Fast growing competition is making every merchant evaluate his methods in the light of changing conditions in order that his business will operate profitably.

We are coming into an era that will be marked in marketing history for the advancements produced in the sales techniques of retailing. Merchandising methods are being created that will appreciably increase retailing efficiency—*and* make the competition for the public's dollars that much tougher. Consequently, retailers every-

where are acknowledging that they must resort to more modern selling methods.

However, modern merchandising is not limited to customer-clerk relationships. It covers every phase of store operation that affects selling. From this it is evident that the store must be as modern as the merchandising practices employed. Otherwise, the full sales-increasing possibilities of these practices can never be utilized. Modern merchandising must begin with a modern store!

In beginning your program of modernization a large initial outlay of money is not necessary. If you can't afford to go "all out," doing a little at a time will help in achieving your ultimate goal.

The Chinese have an old saying, "The journey of a thousand miles is begun with a single step!" Take that step now and begin dressing up your store.

First, take a look at the outside. Is it modern—attractive? Does it stop potential customers? Are the window displays inviting and eye-appealing? Ask yourself these questions. If the answers are negative you know exactly where to begin your improvements.

Inside, your first step could be a thorough clean-up, paint and polish job. That will require only a little of your time, some elbow grease and a measure of determination. But you will be amply repaid. A clean, sparkling soda fountain and store interior will add immeasurably to the attractiveness and inviting appearance of your store.

People naturally patronize a store that is clean, spacious, modern, well arranged and fully equipped. They will walk farther, make a special effort to buy in a store that offers these advantages. And their appreciation will be your assurance of a steady business founded on that most stable basis of all—customer satisfaction.

A regular clientele that has been built through your efforts to provide modern service in a modern store will also be a source of gratifying and profitable advertising. Customers who are pleased with the appearance of your store will invariably tell friends. These friends in turn will tell others and the final cumulative result will be an effective gratuitous advertising campaign and a rapidly increasing business.

A program of modernization will not only add profits and prestige to your store but will assist materially in raising the standards in your neighborhood. It will be a tangible sign of leadership on your part and one of the best forms of advertising that you can undertake.

In the following pages you will find a running story containing pictures, suggestions and ideas for modernizing every part of your store. Taken as a whole they present a complete program of modernization.

Logically, the first step is your store-front—

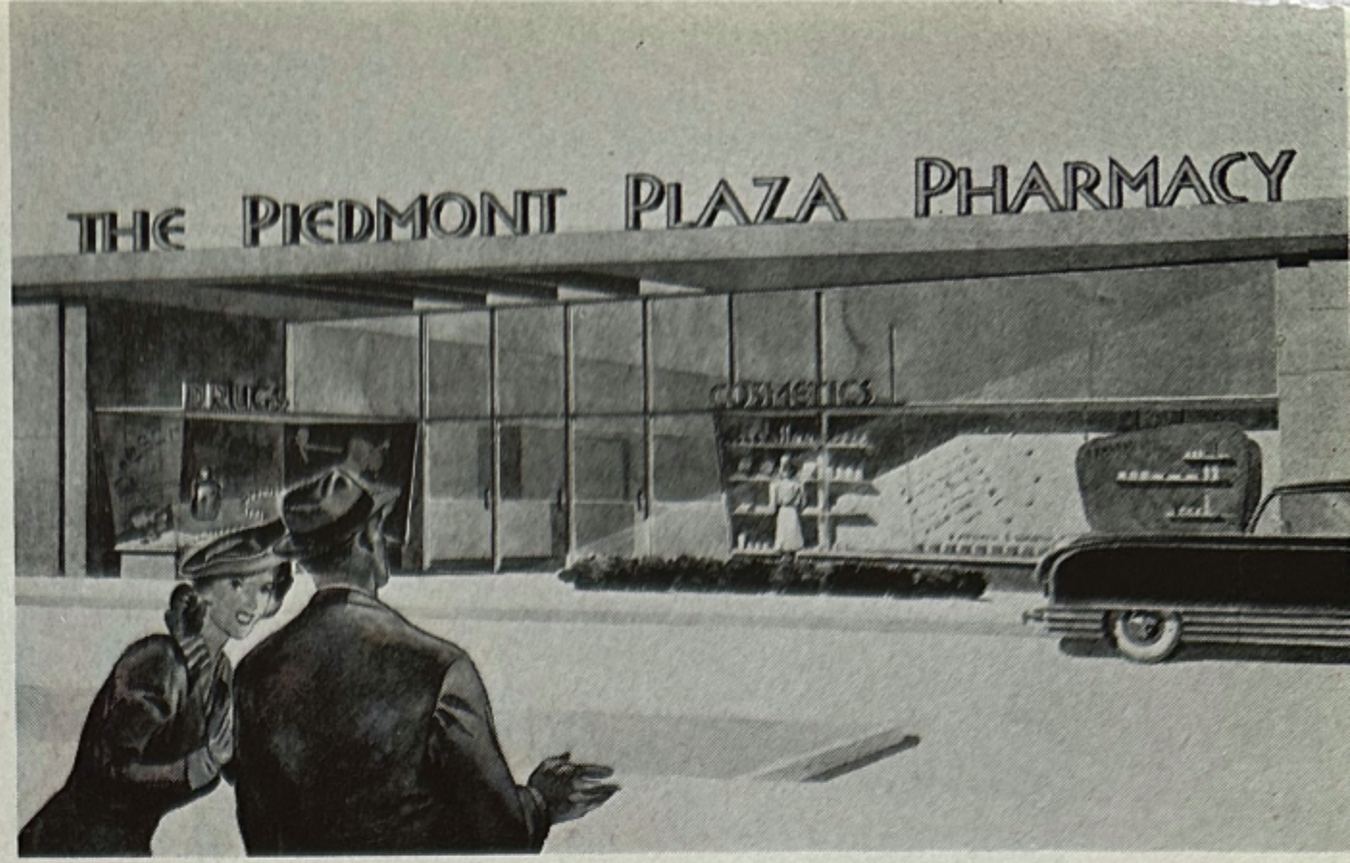


Photo Courtesy of Pittsburgh Plate Glass Co.

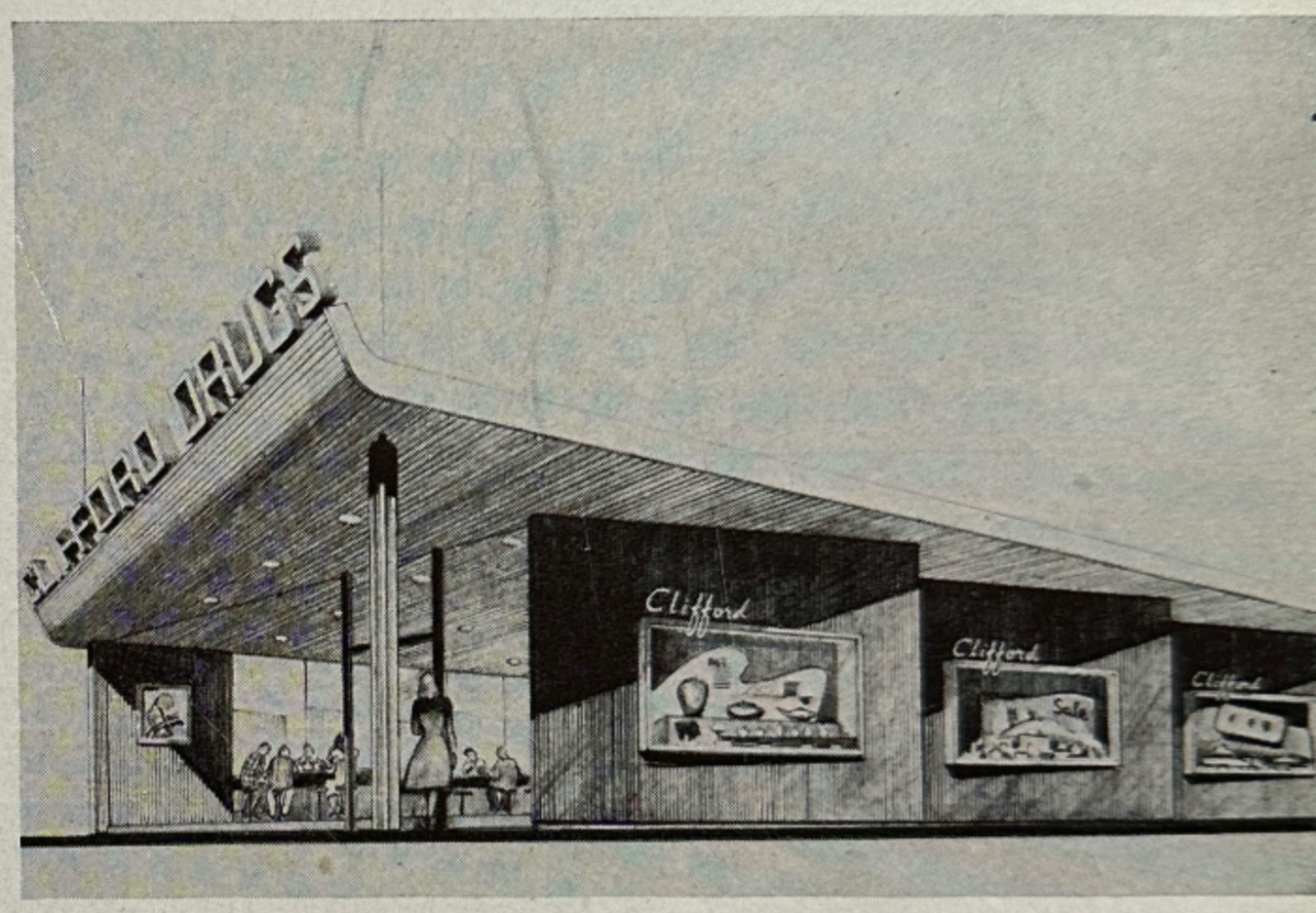


Photo Courtesy of Kawneer Co.

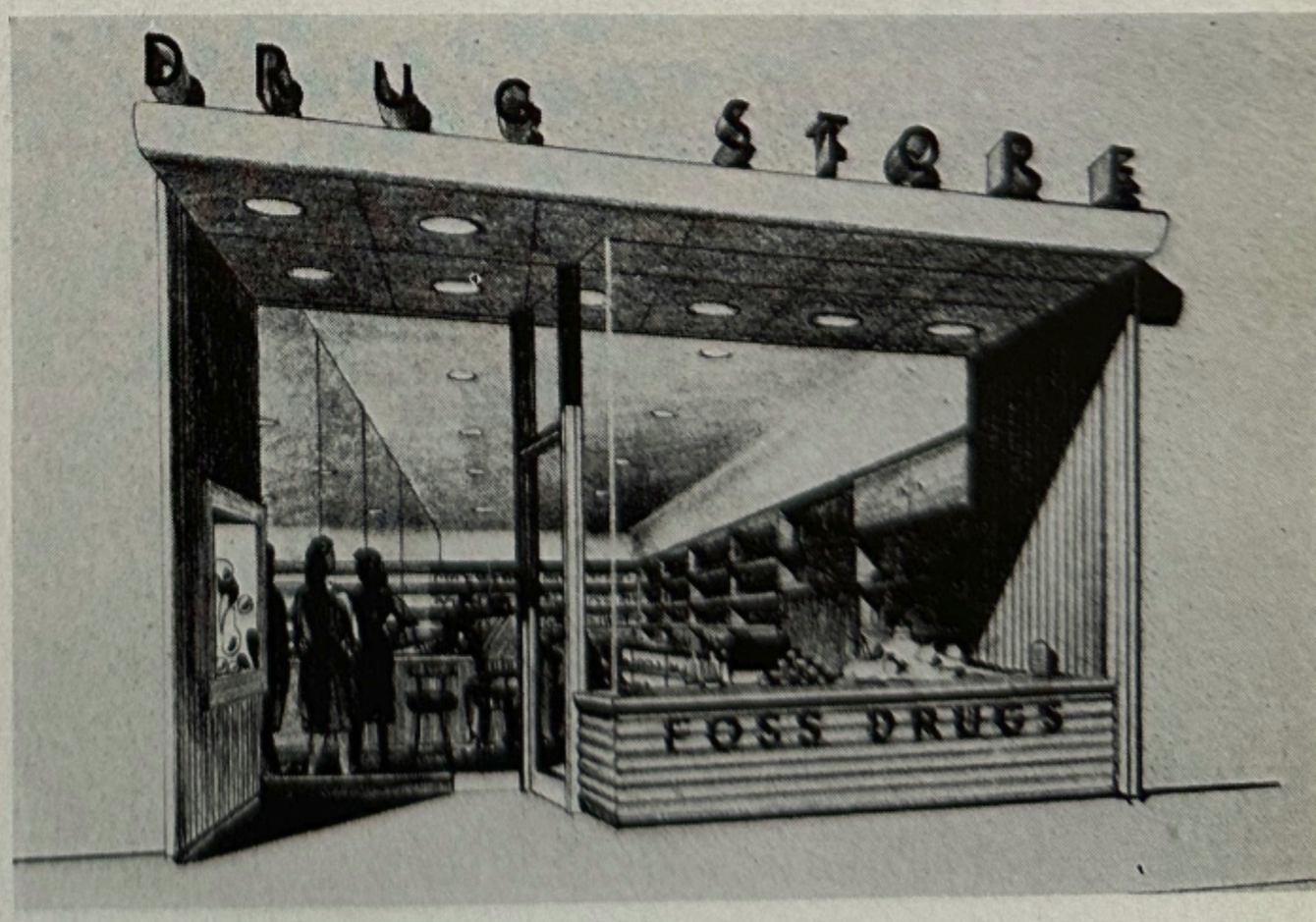


Photo Courtesy of Kawneer Co.



before

An alert aggressive Ice Cream merchandiser, the proprietor of this store was so limited by its size and arrangement, he was unable to convert any great volume of sidewalk traffic into store traffic. So, he moved next door and . . .

With modern store front, he attracts customers into the store, and with enlarged modern store arrangement, can enjoy the volume business his enthusiasm has created.

after



before



This store interior limits customer traffic

Enlarged and modernized, volume soda fountain sales are possible

after





Photo courtesy Kawneer Co.

your store front—a stage setting

Everyone who sells Ice Cream, whether it is a drug store, restaurant, confectionary, etc., must give a great deal of attention to the exterior appearance of his store. The public largely selects its eating and drinking places on the strength of appearance, the assumption being that an attractive modern store offers service, food and drink that is comparable in quality to the impression the store makes.

Think back for just a minute—were not the eating places you chose the last time you were in a strange town selected on the strength of their appearances? Certainly they were, and this is a psychological reaction which also has a strong bearing on your business. Therefore, your store-front is a key factor in your modernization plans.

The accompanying illustrations show the finest in contemporary store-front designing. Designing that is functionally planned to make the store an effective "Machine for Selling," as it takes into consideration integration of every physical part of the store. As a vital part of this "machine," the store-front has indispensable and specific functions to perform in your selling plans.

First. Your store-front must serve as an advertising medium—to tell your sales message quickly and easily. Its design and color must catch the public's eye and then *stop* them.

Second. The front of your store must clearly *tell* the type and character of your store. People want to know the variety of refreshments, food, and other lines you have for sale.

Third. Your store-front must bring people in to buy. It is the stage setting for the interior of your store and the merchandise displayed in the windows. It must assure prospective shoppers that yours is a pleasant place in which to eat and drink.

FOURTH. Location and size disadvantages can also be minimized by the right store-front. It must be designed with the extra pulling power necessary to draw people to your location. Size limitations can be overcome by using a full-open front to make the store seem wider and giving additional window display space.

A single formula cannot be evolved which will fulfill the requirements of all Ice Cream retailers. Types of operation, location and local conditions are additional factors that must be analyzed in order to develop the most effective store-front design for each particular job.

The type of store or restaurant will definitely influence the style of design which is used. Full harmony must exist between the design and the class of service. An operation that attracts a wealthy clientele must reflect dignity or sophistication through its design. It is evident that the design requirements of such a place are entirely different from one serving a volume trade.

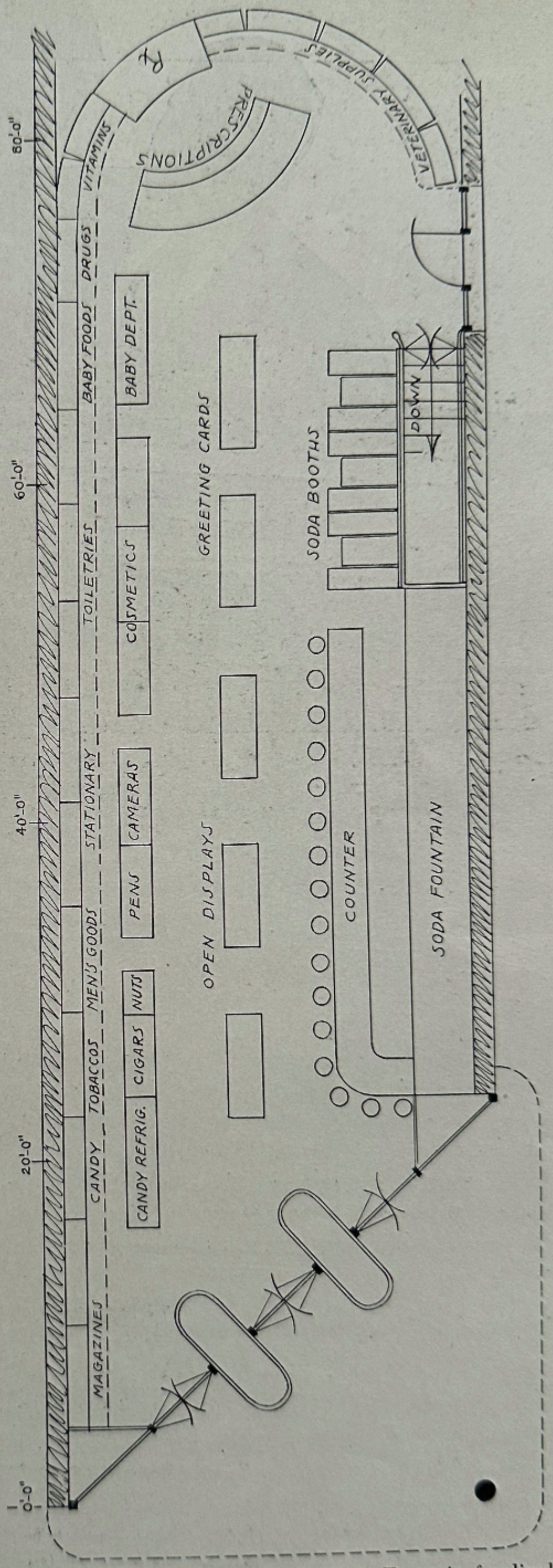
This latter type will not have to meet the conditions common to those that depend on transient trade or are in convenient locations. The opposite extreme is encountered in the designing of store-fronts for specialty operations, such as "hamburger huts."

Location influences design in two additional ways. First of all, the architectural treatment must usually be in keeping with the surroundings or it will appear incongruous. A semi-residential location places the greatest emphasis on this and proper designing has often overcome much of the resistance of surrounding property owners.

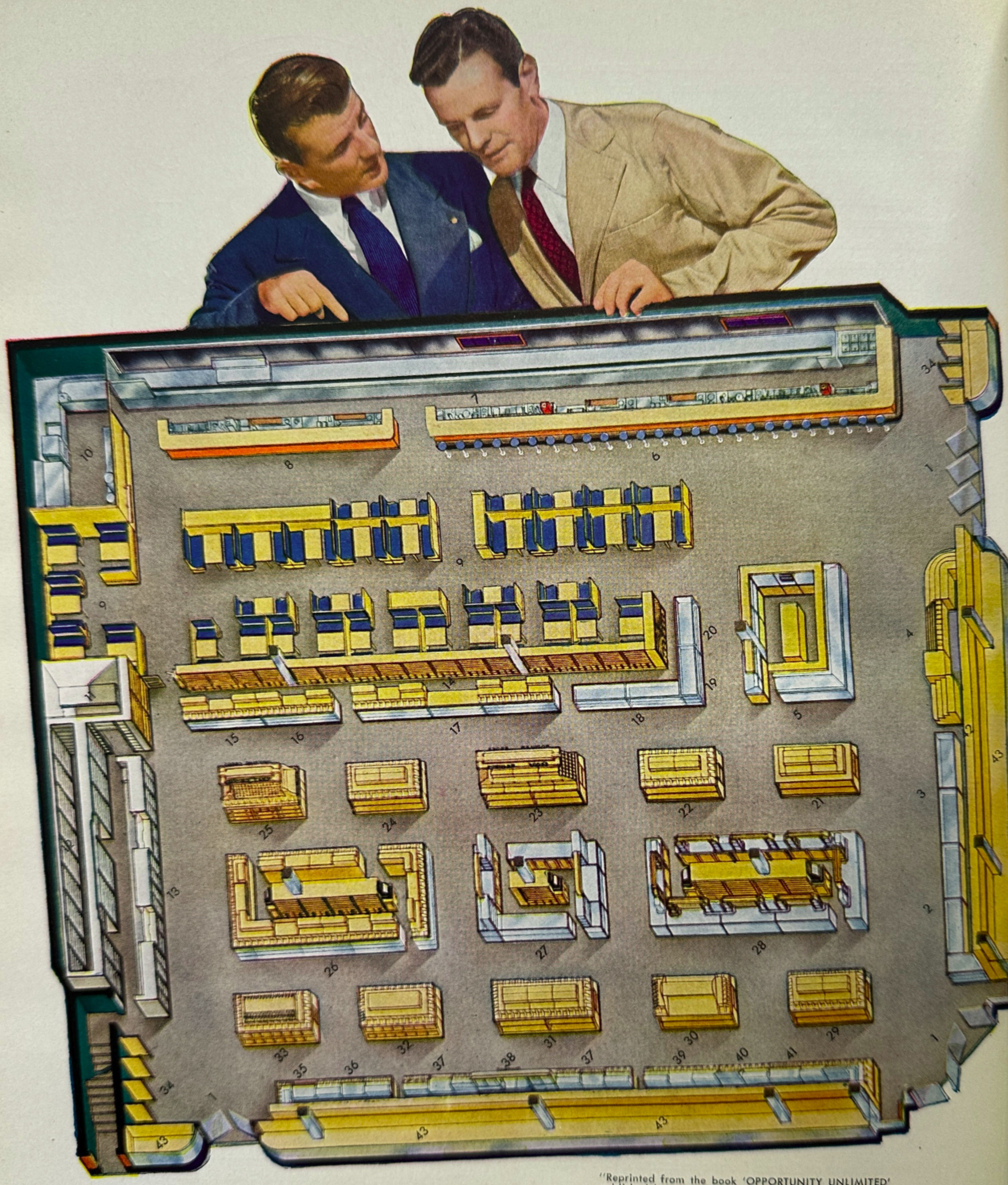
The other phase of location consideration involves traffic flow, position in the block, adjacent stores, and competition. These factors influence such mechanics of design as door size and position, location and size of the show windows, identification signs, use of color, and style.

Regardless of everything else that you do in your modernization, put the emphasis on your soda fountain. Make it the focal point of interest in your entire store. People are always attracted by activity which gives your fountain the effect of an animated display. Therefore, make it visible to the passing public by means of a full-open front that will put the entire store interior on display. Your eye-catching fountain can then give pedestrians that "thirsty-hungry feeling."

A modern store is the starting point for the utilization of the improved merchandising methods that you will need to meet competition. And the most important part of your store is its front, so give it the attention which that importance demands. Through careful planning and the assistance of store-front specialists it can become a sales-builder that will pay big returns.



An Effective store layout with the Soda Fountain focalized.



"Reprinted from the book 'OPPORTUNITY UNLIMITED' published by United Rexall Drug Company, Los Angeles, Cal."

store layout

This storeowner is on the right track. Before a board is sawed or a nail is driven, he wants a view of the finished store interior. To utilize the space in his store most efficiently, he realizes that considerable planning and thought must precede the actual installation of the various departments.

Before the storeowner says, "I want the soda fountain placed in this location", and gives the working order to the contractors, he must analyze carefully his reasons for having the soda fountain placed in that precise spot.

Efficient store layout is the result of careful, thoughtful planning, coupled with the realization that the location of the various departments in the store has a very decided effect on sales. Whether that effect will be beneficial or not depends upon the foresight and the knowledge which the store owner uses in planning his store layout.

For example, surveys and statistics have definitely proved that the soda fountain is responsible for drawing large numbers of people into a store. The wise store owner will, accordingly, give his soda fountain a prominent position in the store where it will be easily seen and readily accessible to passing customers.

In the store layout pictured on the opposite page notice how convient the booths are to the soda fountain and the fountain service bar. See how departmentalization has made associated merchandise easily available to customers. Cosmetics (28), seasonal sundries (29) and tissues and napkins (30) are grouped in one corner of the store for convenient purchase. The Drugs, Vitamins, Baby, Female Hygiene and First Aid Products Departments are all adjoining.

Sufficient aisle space is provided for the easy and unhindered movement of customer traffic. Flexibility is a leading consideration in store planning. You will want to be able to make adjustments in your store as conditions change. There is nothing here which can't be shifted to another position.

The picture brings out the completeness of the store's facilities and departments. Experts on store planning can adjust one of a number of tested store plans to the space in question. But remember, planning comes ahead of nailing and sawing. See that you have the plans right before you start.

1. Entrances.
2. Cigar Sundries.
3. Cigar Sundries.
4. Candy bars, nuts, etc.
5. Candy.
6. Fountain
7. Fountain Back bar.
8. Fountain Service Area.
9. Soda booths.
10. Dishwashing.
11. Truss room.
12. Rx Stock Room.
13. Rx Case.
14. Low (4' 10") wall case.
15. Leather Goods.
16. Papeteries & Pens.
17. Fancy Sundries.
18. Toiletries.
19. Ladies' hand bags.
20. Hoisery.
21. Toys.
22. Seasonal Toiletries.
23. Books.
24. Stationery Sundries.
25. Greeting Cards.
26. Electrical Goods.
27. Photo.
28. Cosmetics.
29. Seasonal Sundries.
30. Tissues and Napkins.
31. Sporting Goods.
32. Sundries (soft).
33. Soaps.
34. 'Phones.
35. Pet and vet.
36. Insecticides.
37. Drugs.
38. Vitamins.
39. Baby Department.
40. Female Hygiene.
41. First Aid Products.
42. High (7' 6") Wall Case.
43. Window.

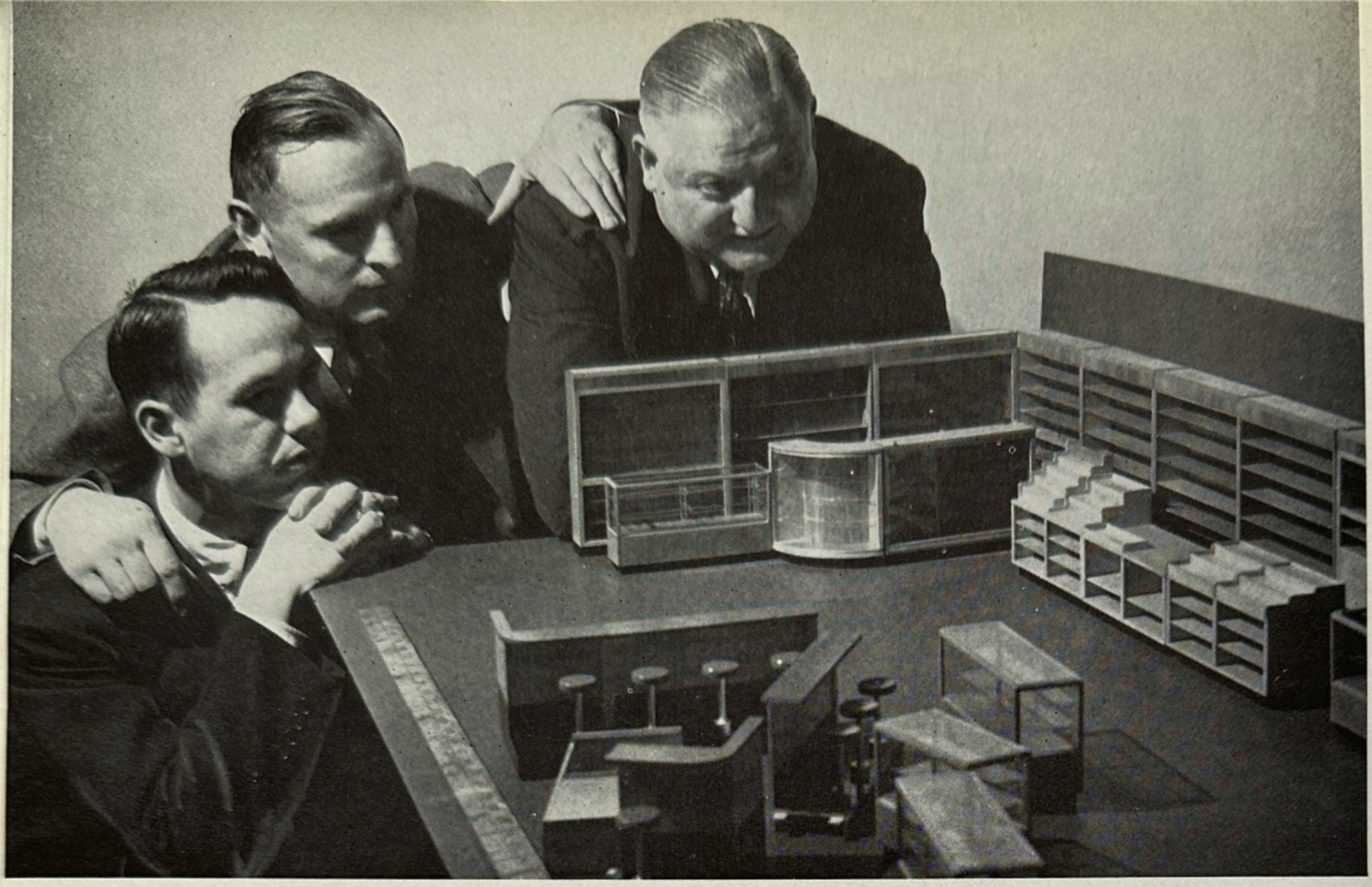


Photo Courtesy of Hall-Van Gorder Division of McKesson & Robbins

It has become well established that the good drug store is capable of selling far more Ice Cream than the owner has ever felt possible. This result is accomplished however, only by giving Ice Cream the play in the store it deserves.

Generally it is possible to obtain increased sales capacity in an attractive fashion within the space available—and usually without encroaching at all on the floor space devoted to other merchandise. This requires planning, and such planning pays off to the greatest degree when done by someone who has had a broad and successful experience in this field.

Soda fountain manufacturers have store layout specialists available for consultation to help you with the problems of efficient layout. Or you can employ the services of a qualified store architect.

If you want to do the work yourself you'll need a few pieces of graph paper and a steel tape rule. By cutting little fixture shapes out of cardboard you can play paper-dolls on your graph paper in a way that may reveal some very desirable improvements in arrangement.

A pretty nice refinement of the paper-doll method has been worked out by Claude L. Smith, manager of the Hall-Van Gorder Division of McKesson & Robbins, Cleveland. Mr. Smith has had made the set of accurate scale-model drug store fixtures shown in the photo on this page.

By pushing these miniature fixtures around with a finger tip, Hall-Van Gorder salesmen can easily help solve floor plan and fixture problems for druggists they serve.

While it is important to provide proper sales capacity, this alone is not sufficient. The arrangement must expose the public to the fountain service available, and in this way it will pay off on the "impulse" factor in sales. There is no item in the drug store that lends itself more readily or more profitably to creating an unpremeditated sale than Ice Cream invitingly available to regular or occasional customers.

A high percentage of such sales is unquestionably new or added business. Any such creative selling is worth attaining as usually the acceleration in sales volume is so much beyond the increase in over-head costs that a higher net profit is bound to result.

The reason an experienced equipment man should be called upon for ideas on remodelling is that each store is different in its shape, dimensions, scope of products sold, method of operation, and so forth, so there is no such thing as a "Standard Plan" that will yield the best results in different stores. An experienced and successful equipment man ascertains, first of all, how the particular store is operated, or how the owner desires to operate it. Establishing the soda fountain set-up on the best plan entails gaining knowledge concerning the entire

operation, then locating and arranging the soda fountain equipment most advantageously from several standpoints such as accessibility, ease in operation, where attention will be focused on it, freedom from interference with sale of other items, permitting flow of customer traffic to best advantage, and inducing traffic where it will naturally be exposed to soda fountain appeal.

Wide spacious aisles should also be provided for in any good store layout. These are a few of the things an experienced equipment man takes care of, but there are many details peculiar to each individual store that should be considered in getting maximum results.

So, caution is urged not to attempt to get the best results, results you can confidently expect, by hit and miss methods, or by make-shift changes, because it is the old story of "What is worth doing, is worth doing well".

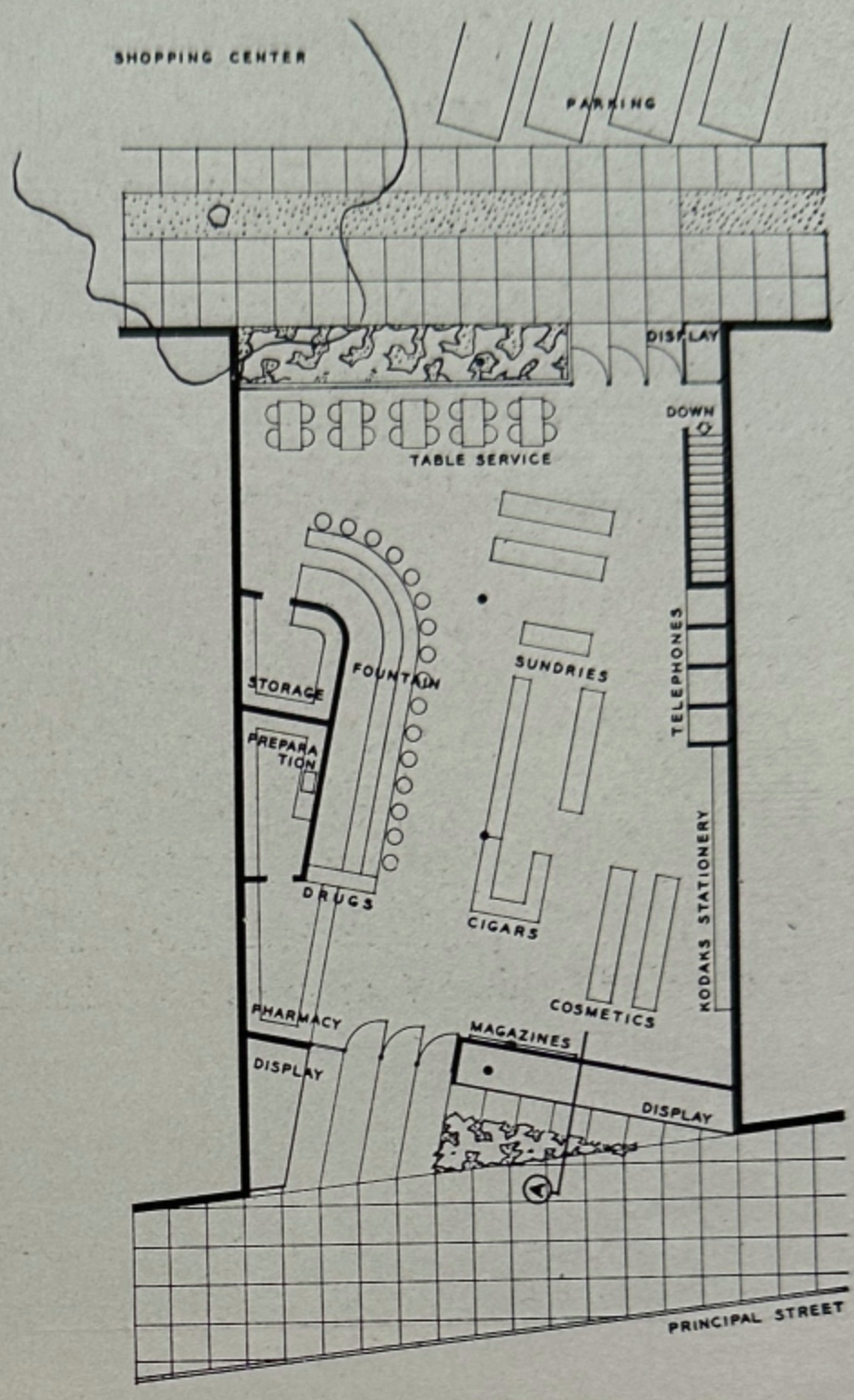
A case study made in two stores under the same management, in a large mid western city, proves conclusively that positive identification of a soda fountain *as* a soda fountain, appreciably increases Ice Cream sales.

Store *A* operated a low counter restaurant installation with a hidden soda fountain and sold 3315 gallons of Ice Cream in 11 months.

Store *B*, two blocks away, with the same low service counters, but a readily visible soda fountain with a luncheonette unit, sold 9256 gallons in the same period.

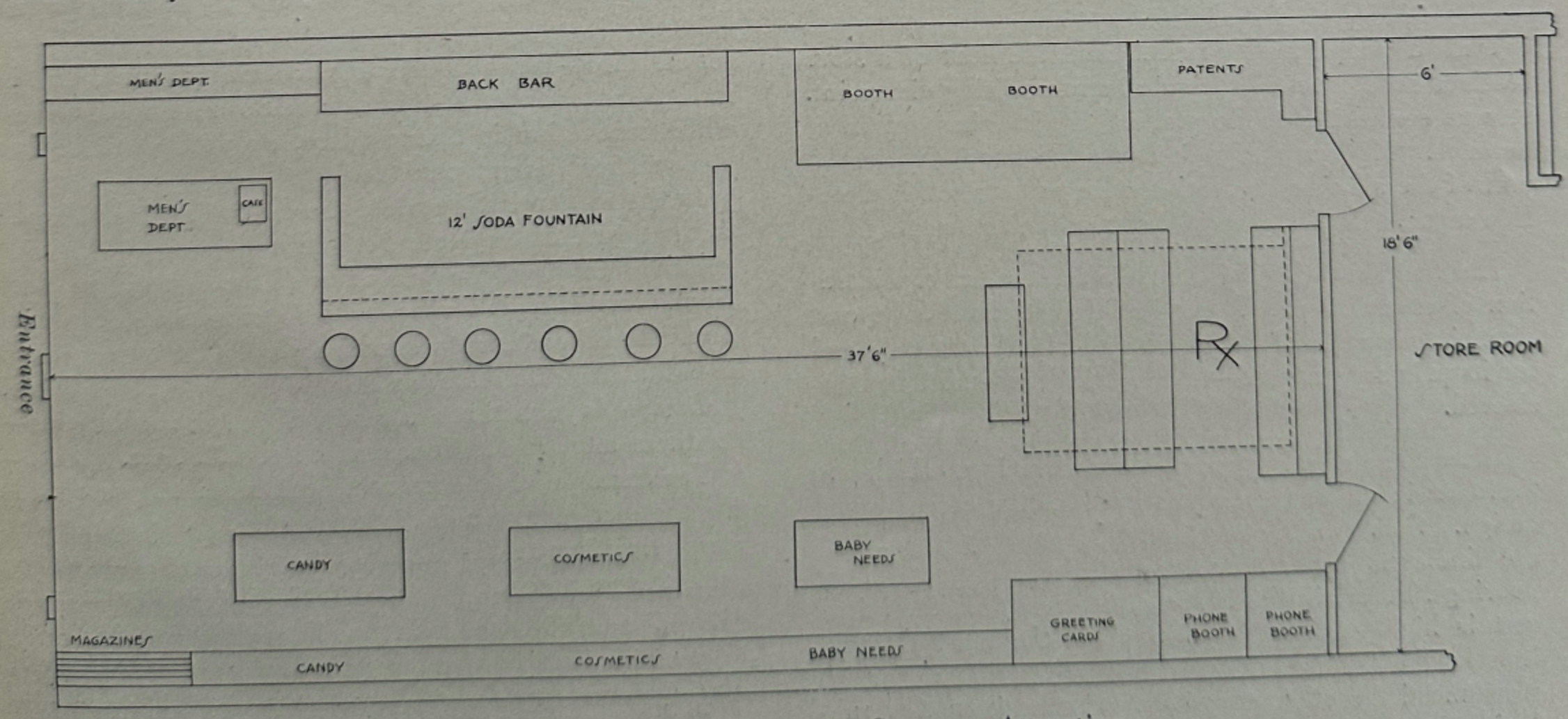
It is estimated that the store traffic in Store *B* is 10% to 15% more than in Store *A*.

Remember that emphasis on the soda fountain, perhaps by placing it near the store front, will be your best traffic builder. Emphasis on Ice Cream at the soda fountain will be your best profit builder in *any* store plan.



Floor Plan Courtesy of Pittsburgh Plate Glass Co.

Soda Fountain Dominates Store



Soda Fountain Near Front for Customer Attraction



Photo Courtesy of Armstrong Linoleum Co.

floor coverings

Until a comparatively recent time, the floor of a store received scant attention from a merchandising viewpoint. It was something to be walked on and kept clean if possible. Modern design includes the floor covering as part of the all over decorative store pattern and it therefore assumes importance in any modernization program.

The floor covering has to be chosen after consideration of several aspects. Its initial cost, durability, cost of maintenance, and desirability, both decoratively and for its primary purpose—to be walked on—must be considered.

There are several types of floor coverings which are available in an almost endless combination of color and design. Some of the most often chosen by decorators are linoleum, asphalt or composition tile and rubber floorings. Porcelain tile is sometimes used, but the initial cost is high—and although perhaps the most durable, it lacks the features of resiliency and quietness, which recommend the other coverings. Composition tile, rubber floor coverings, and linoleum are much speedier to install also—hence a factor particularly important in modernization, where it is desired to continue business while renovation is taking place, or with as little loss of operating time as possible.

In the modernization plan, the floor covering is keyed to the theme of the store both in color and design, and helps to carry out the invitation of the dressed up store front. The floor covering manufacturers have developed a variety of patterns to create a particular effect, which individualizes the store, or carries out its general theme.

Design is sometimes used in a functional manner—to direct attention to departments, services, etc.

For example, the floor covering immediately surrounding the escalator of a department store, has a continuing strip directing traffic to the next ascending stairway—with the number of the particular floor incorporated at the top of each stairway. Thus information is given, traffic kept flowing and at the same time a pattern is followed which is in line with principles of good design.

Perhaps nothing so elaborate might be necessary or desirable for your store, but a modification of this princi-

ple, such as shown in the floor of Armstrong linoleum, (on opposite page) indicates how cleverly this idea has been incorporated into this store's modernization plans.

DURABILITY

Properly installed these modern floor coverings are durable as well as decorative. (See the clever pattern from Nairn, Inc., below) In the better grades of linoleum the color goes through to the back, thus wear does not affect the appearance of the design. The surface is processed for hard use, and is smooth and nearly impervious to moisture.

MAINTENANCE

The care of linoleum, rubber floorings, and composition tiles is very simple; daily sweeping and in stormy weather, the use of a damp mop to wipe up tracked in dirt and water with periodic washing and waxing will keep the surface clean in spite of heavy traffic.

Why do customers return again and again to a certain restaurant, soda fountain, coffee shop, or tea room? As often as not, it's because they like the place as well as the food served there. They like its inviting appearance. They like its quiet, efficient service. They like its general air of cleanliness and good taste. And often you'll find that the eating place which has these advantages also has a floor of linoleum, composition tile, or rubber flooring.

Noise and clatter are as objectionable in a public eating place as in a private home. Here is another important advantage of modern floor coverings: they are quiet. Furthermore, since the types of floor coverings mentioned are resilient they are less tiring to walk on. Thus, they not only help to provide a restful atmosphere for customers, but they also promote better service from employees who must be on their feet for hours at a time.

Utility combined with attractiveness provides pleasant surroundings for customers, and better working conditions for your staff.

Before deciding on the particular type floor covering you will install, consult your decorator or the dealer in floor coverings.

With certain types of linoleum it is necessary to cement a layer of lining felt to wood underfloors before pasting the linoleum down. This prevents the seasonal expansion and contraction of the floor boards from cracking or splitting the linoleum. Other types of linoleum having a special felt backing may be cemented directly to the subfloor without a layer of lining felt.

Your dealer can quickly tell you which method—felt layer or direct installation—is recommended for the type of linoleum to be laid in your establishment. Linoleum can be installed also on suspended concrete, metal, or stone underfloors, but never over, on or below grade floors which are in direct contact with the ground.

Some composition tiles can be installed at or below grade on sound concrete floors, without danger of loosening from the sub floor. Defective concrete floors will not prove a satisfactory base.

"Investigate before you invest"—and while you are choosing a floor covering for cost, durability and ease of maintenance, don't overlook its decorative value, and its part in creating the picture of store cleanliness you want customers to see.

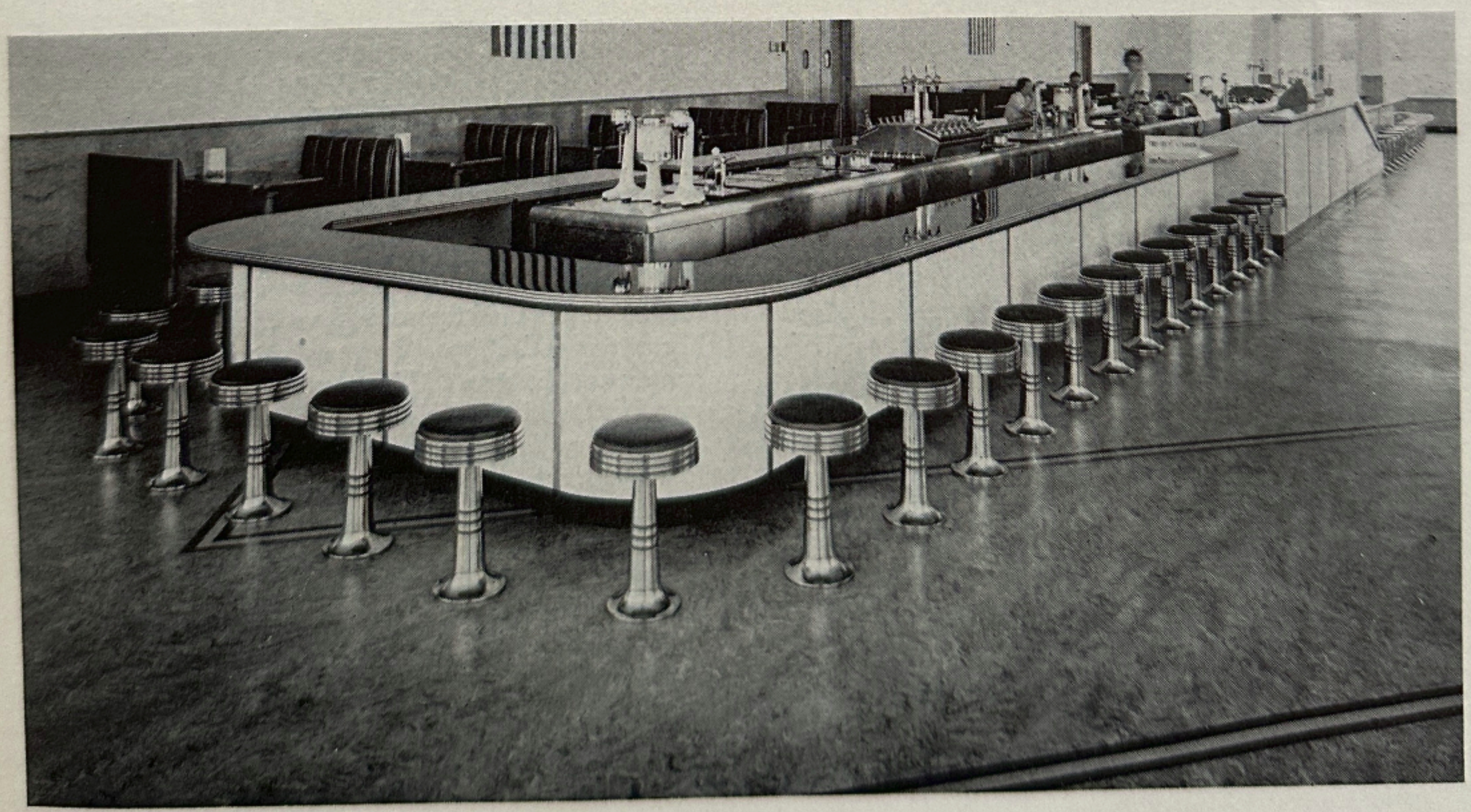


Photo Courtesy of Nairn Linoleum



MODERN LIGHTING MADE THE DIFFERENCE

BEFORE (INSET)—Store looks dim—merchandise is not well lighted—general appearance uninviting
AFTER—Store is bright, cheerful, and seems larger—merchandise is readily visible, easily identifiable—general appearance is sparkling and inviting.

interior lighting

From the first impression your store front makes on a customer to the last change-making transaction, good lighting can do a selling job for you.

To get customers inside your store requires an attractive store front and equally impelling window displays. Your store must compete with all the color and movement of the street. It needs bright, cheerful lighting to call attention to displayed mechandise. Since fully 50% of all drug sales are impulse buying, merchandise, to move swiftly, must be clearly and strongly illuminated. Dark corners in the front display windows or merchandise which is hard to identify only robs you of potential sales.

Let's take a look at one window display that sells: Perhaps the most novel feature of this display window is that it isn't a window at all! It's the store front. No partition at what would be the back of the window shuts off the interior of the store from the view of the street. Thus the entire store becomes a merchandise display seen from the street. The store lighting then serves as window lighting. This arrangement would be highly satisfactory for a drug store and soda fountain which uses so much suggestion selling.

For quick seeing, the merchandise is arranged on a three-step or three-level counter. Overhead, six ceiling spots furnish downlighting, to give the window the high levels of illumination necessary to compete with the color and lights on the street. These "spots" are recessed in the ceiling to keep them from being eye-catching and glaring.

At the entrance, a large circular hanging fixture adds supplementary lighting. Since store entrances are busy

places, good lighting here has the additional value of a safety factor.

On one side of the circular hanging fixture, hidden, directional spotlights would illuminate the revolving doors or entrance. On the other side, a "spot" would highlight a special display for quick-moving merchandise opposite the entrance. An identical window arrangement could be used, with of course, the change of merchandise.

General store-lighting would be fluorescent fixtures mounted for decorative effect in coffered laminated ceiling panels. Over a soda fountain, these fixtures would be ideal, serving both decorative and illuminative purposes.

In the center section, five fluorescent ceiling fixtures are used for general illumination and particularly to serve the lighting needs of the five island display cases. The pear shaped case allows the complete display of three shelves of merchandise. Serving to downlight these shelves generously, the ceiling fixtures use four fluorescent lamps screened by baffles.

Inside the drug store, the principal attraction is the soda fountain. Selling by suggestion . . . printed, word of mouth, and atmospheric . . . can do a good job here. And here is where the full resources of correct lighting *can* do the selling job for you.

Take atmosphere for instance. Everyone enjoys eating most when he can see what he's eating, and how it is prepared; when he sees the place is sparkling with cleanliness and that it is kept neat and attractive. With enough good lighting on the backbar, any dust and dirt will show up quickly, the attendants are spurred to keeping the fountain truly clean. Good lighting also helps soda dispensers to work quickly and efficiently with a minimum of breakage. Perhaps an occasional lamp may be needed under counters so that inspection check-ups can be accurate.

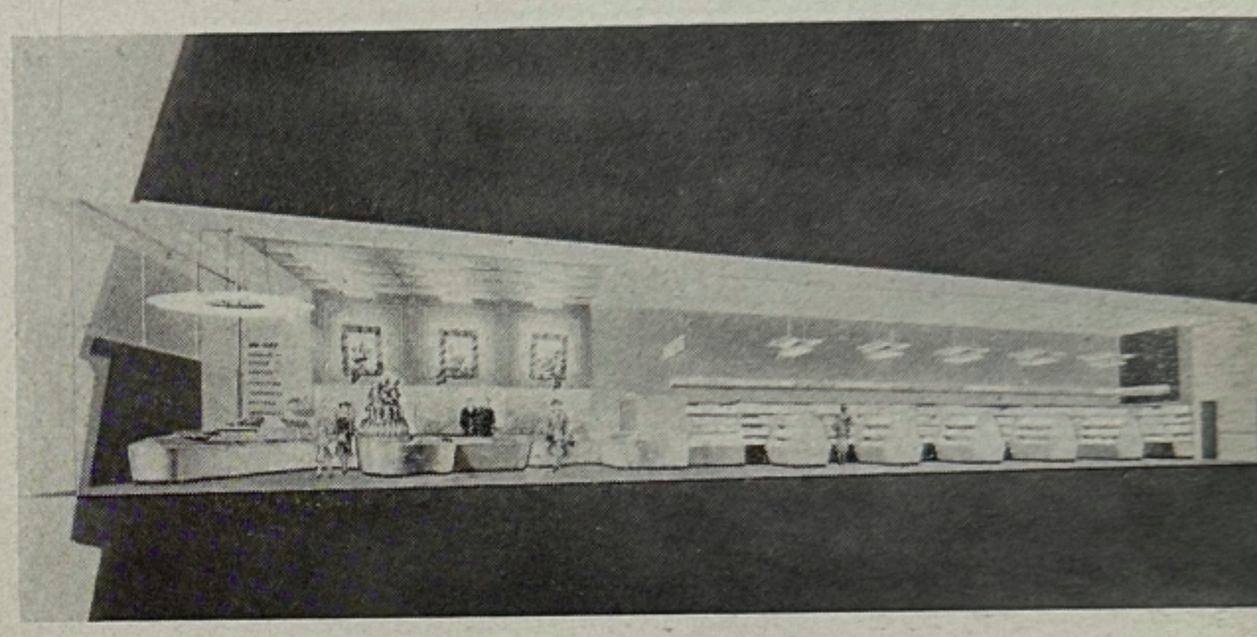
At the backbar, signs, displays and Ice Cream suggestions must be clearly but comfortably illuminated to be effective. Some soda fountains have used recessed fluorescent lamps to great success. A fountain illuminated thus does not become distracting to customers who must sit facing it, yet at the same time the large area, low brightness of fluorescent provides adequate, comfortable illumination.

Another advantage of such lighting inherent with fluorescent is its cool quality. This is particularly desirable around Ice Cream and milk where temperature is so important.

Raising the amount of lighting at the soda fountain need *not* mean increased brightness nor glare. Plenty of good lighting is necessary to dispel harsh, ugly shadows that give some soda fountains an atmosphere of dinginess and gloom. With good illumination, signs and merchandise show up in a clearly legible manner. Your advertising becomes effective.



Long lines of light recessed into the ceiling give this store a clearly lighted, inviting interior. Cleanliness is emphasized, store atmosphere is pleasant and the work of store personnel is speeded with such attractive modern lighting.—*Photograph courtesy Pittsburgh Plate Glass Co.*



This food store, like a drug store, is dependent upon thoughtful planning and clear illumination for successful operation. These lighting designs help the shopper find what she wants with ease, to read labels and to identify colors and packages. Light, used in such a manner, becomes a powerful sales force that helps create extra sales.—*Photograph courtesy General Electric Co.*

Let's take a look at the plans of an architect who appreciates the vital part good lighting plays in a store.

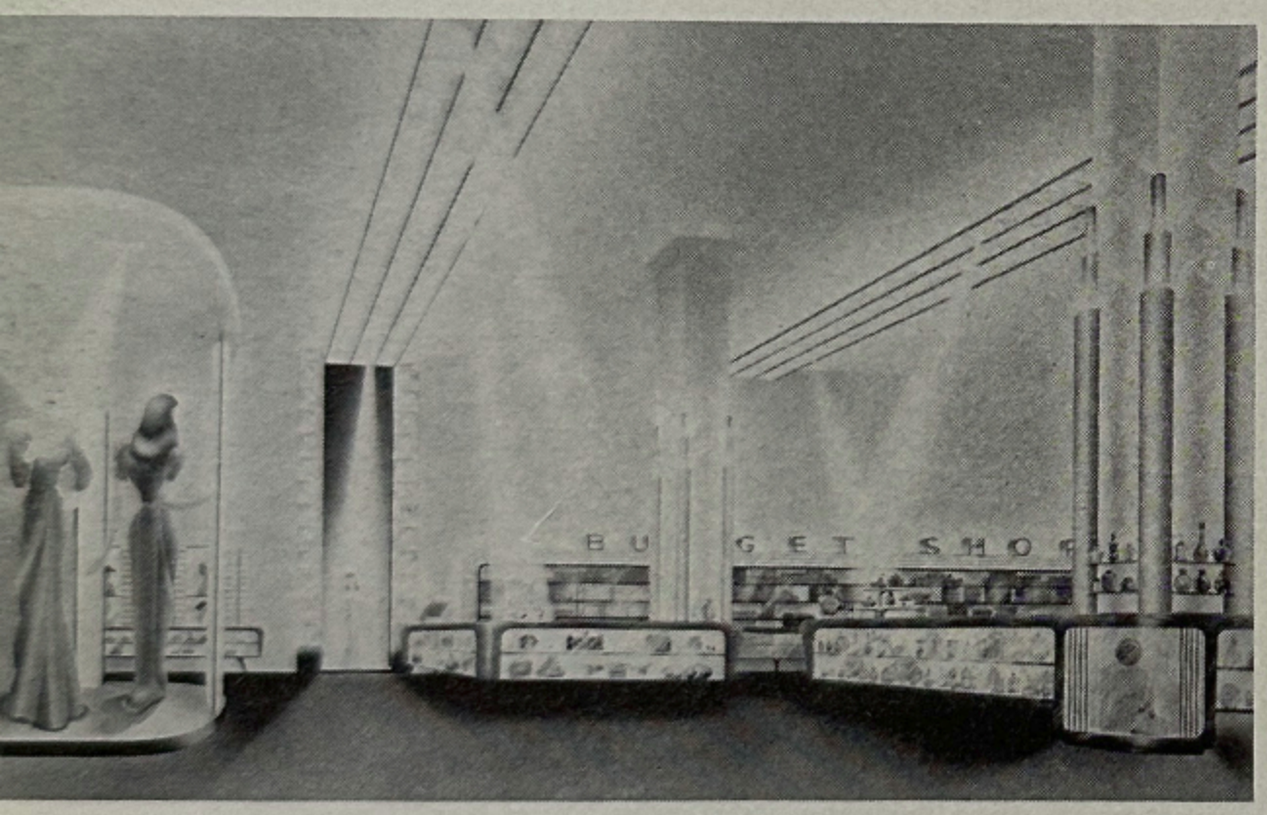
The architect designed lighting for a medium-sized department store to give it all the flair and force of a much larger store. With a little imagination, his ideas can be adapted to serve in the same manner the needs of a drug store and soda fountain.

Visualizing light as a building material, he uses it to make two artificial skylights, providing general illumination for the medium sized store. For stores which do not have enough natural light sources such as windows, an artificial skylight would be the perfect answer, both for decoration and illumination.

Light is used structurally again when the architect puts fluorescent lamps, shielded with plastic, on the columns of the room. Thus the column seems to shed light. For the drug store, an illuminated column such as this would serve as a focal point, to provide the surrounding displays with illumination and sales appeal. Such large, luminous ceiling areas and vertical light treatment on the columns seem to push back the walls and create spaciousness.

Specific lighting is provided by the application of local lighting for counters, wall cases and displays. Concealed spotlights in the artificial skylight also serve to highlight merchandise. These spotlights are adjustable to an angle of 30 degrees and are spaced at intervals which permit complete coverage of the room. No display arrangement or pattern of store traffic will then be without proper illumination.

At the rear of the department store, the architect uses light for effective display of hats. This unit is used on columns or walls and creates a cool, luminous background devoid of glare. What could be more suitable for the backbar of the soda fountain? The corrugated plastic or metal reflector diffuses the light from two fluorescent lamps which are screened from direct gaze by two plastic shields. This unit can be carried to any lengths to completely edge the backbar, or it could be broken into segments, becoming vertical lighting fixtures.



In this unusual store interior, the architect uses luminous ceiling areas to create spaciousness, "spotlights" to focus customer attention on featured items and silhouette backlighting to provide effective selling display. Although these lighting designs are pictured here for a department store, they could be applied directly to a drug store or soda fountain for more effective merchandise display.—*Photograph courtesy General Electric Co.*

Using light structurally as a building material and also to highlight merchandise for direct sales appeal creates, as the architect says, "a mood of expansiveness in the customer and at the same time, concentrates his attention on particulars of merchandise". This is exactly the effect a soda fountain needs in producing an agreeable, inviting atmosphere.

Atmosphere at a soda fountain is an intangible thing but with it sales climb upwards steadily. Without it, or with a depressing, repelling atmosphere, customers drop away, find some place else more pleasant to spend their money. Ice Cream merchandising which depends upon such a fickle thing as appetite, needs to make store atmosphere its ally and not its foe. Soft, comfortable but complete illumination is one of the surest and longest lasting ways to create a pleasant, inviting atmosphere at the soda fountain.

The phantom of poor lighting still frequents far too many soda fountains. Any installations more than five years old no longer can compete with the new tools and techniques of modern lighting. Yet light can be a competent silent servant of salesmanship that a store could use.

Light is like heat in a way. It's very comfortable to have around and would be decidedly inconvenient and annoying if it should suddenly cease. But unlike heating, lighting can do much more than merely render such passive service. From applications of lighting which can help invite customers into the store, to lighting which highlights specific merchandise for immediate attention, light *se'ls* for you.

"Highlighting" or "spotlighting" is a very important phase of lighting in drug or similar stores where it is necessary to push *many* items of merchandise at once. For them, spotlighting becomes the emphasizing note in the display.

Co-related to the selling job "spot" lighting can do for specific merchandise is the selling job color lighting can do. Almost every store has made a few attempts to use colored light for atmosphere and compelling displays. New color effects, now and in the future, will use colors from delicate tints to deep, exciting hues. There are almost endless possibilities for the use of colored lighting in display and decoration. Color does help create mood and atmosphere. And about the only limits are the limits of practical imagination. Perhaps in the table and booth section such lighting would be the most desirable.

In any event, modern lighting can be used to help direct customer traffic. Even back to the most remote sales areas of the store, lighting can lead customers to your merchandise. Certain it is that dark, shadowy rear areas do *not* invite customers. But with cheerful, generous illumination, merchandise on rear shelves can be easily spotted. The more customers can see, the more they will be exposed to buying.

The methods by which this can be worked out are various. Concealed "spots" over each shelf, recessed fluorescent lamps, or perhaps just long lines of light on the ceiling might do the job. But correct lighting in your store from the rear areas to the store front will help make every square foot of store space really valuable.

Planned lighting becomes a genuine aid in creating more sales. Store men and Ice Cream merchandisers can utilize one of the most versatile and powerful of all sales helps the moment they realize the potentialities of modern lighting.



The smart, cool, nautical flavor of this fountain installation invites shoppers to stop and be refreshed . . . The 46′ Blue Formica counter has a metal-banded black Formica top slab—and blue green Terrazzo step . . . The 39′ superstructure of mirror and porcelain carries out the nautical theme in the sailing ship decorations on the porcelain panels . . . This store has found that their fountain department contributes a substantial share to store profits, keeps shoppers in the store longer—and that a refreshed shopper is a better customer.

the soda fountain

AND ICE CREAM DEPARTMENT

A modern attractive soda fountain will contribute greatly to your store's appearance and serve as an invitation to customers that is hard to resist.

Surveys have repeatedly proved that a new soda fountain almost invariably increases fountain receipts from 10% to 125% and in every case substantially improves the business of other store departments.

There are a number of other compelling reasons that prove conclusively the drawing power of a modern soda fountain.



Photo courtesy of Grand Rapids Cabinet Co.

1. THIRST AND HUNGER ARE UNIVERSAL: A large market is recreated three times every day by every customer who passes a retail store. An attractive soda fountain will enable you to capitalize on this great potential recurring business.

2. SODA FOUNTAIN VOLUME IS A YEAR ROUND BUSINESS: In all weather and all seasons fountain volume varies less day by day than any other department. It can be relied upon to pay a profit in good times and bad.

3. POPULARITY OF SODA FOUNTAIN ITEMS IS GROWING TREMENDOUSLY: An increasingly greater percentage of all Ice Cream (a major profit maker) is being sold over the counters of soda fountains in the form of sundaes, Ice Cream sodas, milk shakes, cones, specialties, etc. Carbonated beverage consumption keeps growing faster than the bottler's capacity to produce. New modern soda fountains will deliver a quality drink that means increased business to you.

Photo courtesy of Liquid Carbonic Corp.



4. A NEW SODA FOUNTAIN ADDS APPEAL TO THE WHOLE STORE: The fountain usually is the largest and most colorful fixture. It impresses customers the moment they come through the door. No other improvement reaches so many people so quickly.

5. THE SODA FOUNTAIN IS A TRAFFIC BUILDER: People go into a store because it has a soda fountain and stay to buy other merchandise as well. Thirty-nine of every hundred customers are soda fountain customers but they patronize other departments also.

6. THE SODA FOUNTAIN IS THE GREATEST PROFIT MAKER: The fountain's 50% gross profit and average 14% net profit earns more than any other section.

7. FAST TURNOVER AND SMALL INVENTORY: For every $100.00 invested in fountain material, the store owner, in one year, averages 25 turnovers of his investment and a cash return of $2,500.00. The average fountain inventory is $170.00 or less than 3%. This 3% earns more than a drug department with 85% of the store's capital tied up in merchandise. Per foot of space occupied and per dollar of investment, the soda fountain still yields the largest return of any department in the retail drug store.

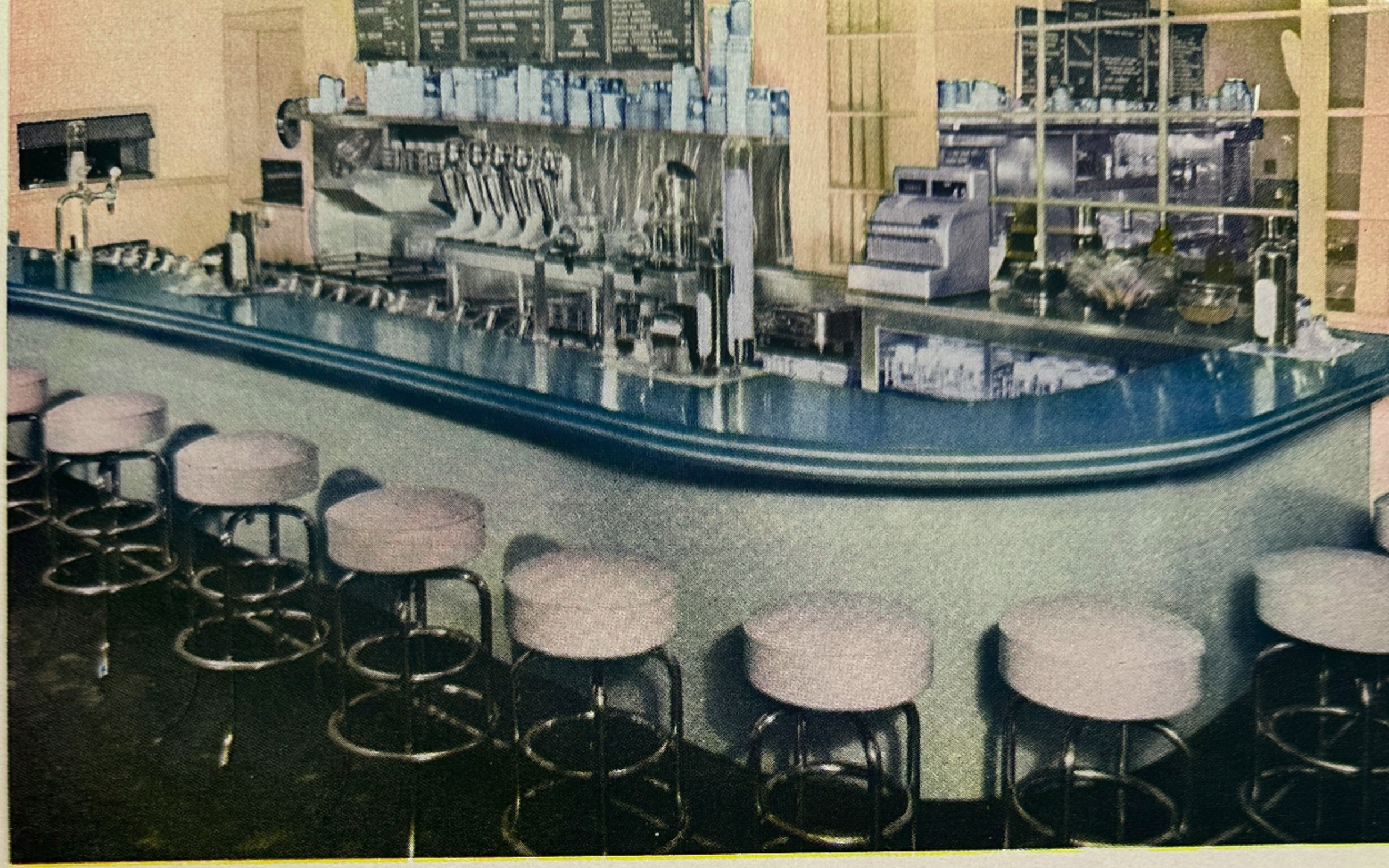
So it can be readily seen that of all the departments in your store a modern attractive Soda Fountain does most to encourage customer traffic and so helps to increase business and add to profits.

LOCATION OF THE SODA FOUNTAIN

Because of the importance of the soda fountain in attracting customers, its location in the store should be planned to capitalize on this drawing power. If a modernization program is being planned, the location of the soda fountain in relation to store front and entering traffic, should be studied. In many such store rearrangements, particularly when a modern treatment is given window and door, the soda fountain is so located as to be the predominant department well up in front. As people pass and look through the unobstructed glass of the modern store front, the soda fountain is like an enticing picture which draws them toward itself—and into the store.

DESIGN OF THE SODA FOUNTAIN

Manufacturers have designed various types and sizes of soda fountains to fit practically every store floor plan. In the pages of this book you will find some excellent examples of soda fountains designed for beauty and attraction, as well as for efficient and satisfactory service. From the small unit designed for limited store space, through installations for the large metropolitan stores, all are carefully designed and painstakingly built to be an asset to the retail store.



Photos courtesy of Liquid Carbonic Corp.

Fountains are continuously being refined to do a better dispensing job and still be economical of space and cost of operation. All units are refined to eliminate unsanitary dirt catchers. Better and larger workboard sections and basins are usually in the layout to meet all sanitary requirements. The working heights of units are higher to cause less fatigue on the part of the operator.

New colors in counters employing the modern, colorful synthetics and wider slabs, enhance fountain appearance and service.

The trend is towards a wall-type arrangement of the service units. This change has proved so satisfactory that it is now being employed by many of the fountains with a length of 20 feet or more. There are many advantages—such as lower counters for customer service, less reach for the dispenser, the disappearance of the cleaning operation under the counter, and the ability to get more working equipment in less space. These advantages indicate that the wall type of arrangement will be more popular in the future.

Whatever type or size soda fountain is fitted for the need of any particular store can best be determined by a study of the store functions—its location—type of customer—time-of-day peak business, etc.

Even if store rearrangement alone is undertaken—the use of the present soda fountain in a new location may be productive in increasing volume of business. A study of his store in this respect has proved profitable to many an owner.

Store and equipment designers and Ice Cream company merchandising men offer many helps to the retail store owner in this field.

The soda fountain is a number one asset to the retail store. Accurate figures substantiate this claim. In any store modernization program, the soda fountain should be given the attention it deserves, in relation to the business it builds.



ONE OF THE MOST IMPORTANT, THOUGH LEAST EXPENSIVE PARTS OF MODERNIZATION IS . . .

color

One of the most important, though least expensive, parts of modernization is color. More can be accomplished, per dollar spent, with paint and the judicious use of color than with any other single modernizing element.

Everything seen by the human eye is colored. In the home, in schools, in factories, offices, stores, color environment is an ever present and most important factor in molding emotional, and thus mental and physical, reaction to a desired end.

The power of color to influence human moods is recognized, yet until very recently most authority in its use has been left to artists and aesthetes. Color, however, is by no means a matter that concerns beauty alone. Today color is being engineered. Its use is being planned and directed to do an effective job in improving the health, morale, working efficiency and security of the individual.

The proper use of color offers a host of benefits. In a retail store, for instance, the successful engineering of color almost immediately brings about these advantages:

- Increased employee efficiency.
- Lower accident hazards and sick-leave absences.
- Greater visibility and identification of departments and merchandise and, therefore, increased influence toward impulse buying.
- With improved working conditions and a generally more attractive store, management does a better public relations job and achieves a greater respect, not only within the organization and among its customers but in the community itself.

In color-styling your store there are two equally important objectives to be reached, each requiring a different approach.

In the working part of the store the objective is to achieve the ideal working condition for the employee both for his health's sake and for his increased efficiency. This means an environment of brightness without glare, minus extreme contrast in light and dark and with no deep shadows.

To accomplish this end the following features should be noted:

- The ceiling, out of range of vision, may be white or a very light tint to assure an ample flood of light from above.
- Upper walls may also be white or tinted to make the most of existing light sources.
- Lower walls and columns should be darker in tone to avoid glare and visual distraction.
- Floors should be as light as is practical in line with efficient maintenance.
- Equipment and working stations may be furnished with positive identification by the use of suitable contrasting tones.
- Never use pure colors.

In contrast to these principles the other side of color-syling has as its objective merchandise display and customer attention.

It is perhaps not possible to arrive at ideal specifications for the use of color in merchandising but the following data come from the findings of experts. Their use may lead to an intelligent answer to any specific problem.

The primary point to consider in decorating a store or Ice Cream department is clear visibility without eye strain. The second point is color mood—that is the use of the proper color with which to create the urge to buy. Color itself will vary according to circumstances but the use of color is standard. For instance a store in the south will create the best impression by having as its key color a cool color such as blue green, while a store in the colder north would be better off with a warm color key such as yellow or orange. However, in either case the following rules for contrast would apply:

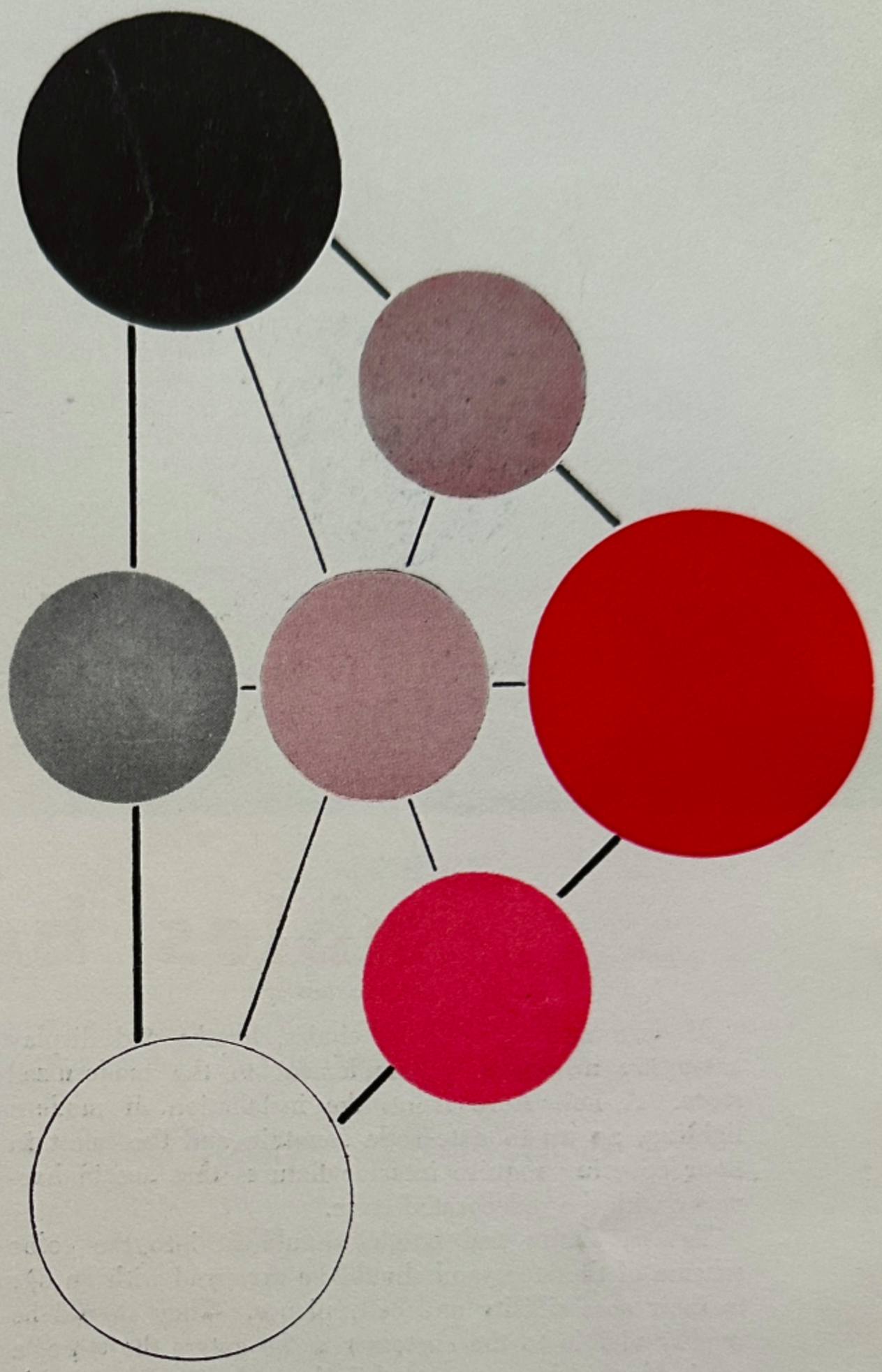
- Brightness against darkness.
- Warmth against coolness.
- Strong color against grayed color.
- Detail and texture against filminess.

Store decoration should be approached functionally and not from the viewpoint of the decorators or the store owners aesthetic feelings. In this functional use of color there are certain principles that have been proved by widely varied applications. The most livable colors for instance are known to be a soft blue green or a luminous red orange or peach color. These two hues are subtle forms of the elementary red and blue and they express the warm and the cool regions of the spectrum. They have different tints when seen under artificial or natural light, thus avoiding monotony. Without being obtrusive they satisfy most tastes, representing in turn the soft quietude of nature and the cosy glow of the fireplace.

Blue-green or red-orange are not colors that most people will choose as favorites. They are averages, hues that sidestep individual prejudices and preferences by striking harmonious chords, not vibrant notes. These colors don't sell themselves, but lend themselves to the purpose of creating moods that lead to the urge to buy.

A Soda Fountain for instance has the problem of selling food. Then why not stimulate appetites with appetite colors? The colors most suggestive to the appetite are the peach or warm red-orange mentioned above and pale yellow, light green, tan and reddish brown.

One restaurant owner found that displaying food against a warm orange back wall inspired higher sales.



Another increased salad volume by 25% by using light green salad plates. A wholesaler discovered that white eggs moved much faster when displayed in cartons lined with a soft blue-green but brown eggs sold best in white lined cartons.

Color for mood—contrast for attraction—properly controlled and reflected illumination for visibility—the three together make an irresistible force to induce the proper reaction—to buy.

Color is not only a thing of beauty in itself but is a potent factor in influencing human mood and reaction. In your store modernization program be certain that your color treatment is engineered as carefully as your store front, your interior layout or any other feature of your program. It will pay dividends.



Well arranged, comfortable, clean looking chairs, tables and booths that effectively complement the floor and wall coverings make this dining room modern and attractive.

Photo Courtesy Nairn Linoleum

tables, booths and chairs

Modern attractive tables, chairs, booths and display cases are a necessary complement to the modernized store. A new store front, the installation of modern lighting, an up to date soda fountain and the latest in floor covering require interior fixtures that are in harmony with the redecorated store.

Tables, chairs and booths should fit into the color scheme of the store and should be arranged with an eye to their accessibility and convenience. They should be readily visible to the customer as he enters the store, a reminder that he can rest while he orders and enjoy his food in comfort. They should also be convenient to waiters, allowing them to work with maximum efficiency, thus insuring quicker and more satisfactory service.

Tables and chairs should be so arranged as to provide sufficient aisle space for customer traffic. A crowded arrangement, with the chairs of one table touching the chairs of another make it impossible to seat customers comfortably and slows down service.

It would be better to have two or three tables less in your store, if doing so would provide the required aisle space, add to the convenient and comfortable seating of your customers and allow your waiters or waitresses to work more quickly and provide better service.

The elimination of two or three tables in an overcrowded store would probably result in increased sales rather than decreased business, because customers could be seated faster with a minimum of disturbance, service would be expedited and the turnover would be more rapid. This would result in serving more customers per day rather than less.

Provide some space where people can stand if a table or booth is not immediately available. Frequently customers would rather wait five minutes than go to the trouble of finding another place to eat. If convenient standing room is available they'll wait their turn in your store.

Booths should be sufficiently large to permit comfortable seating. Narrow restricted booths are a source of customer irritation that does not contribute to making good will for your store. Large roomy seats with comfortable back rests are appreciated by tired customers who will welcome the opportunity to relax in your store.

Since table tops require repeated cleaning it is well to select those which maintain their bright and shining appearance most easily. This reduces the burden of work on waiters and waitresses and helps maintain the sparkling clean look that attracts customers.

Display cases which blend with other fixtures should be chosen and should be so placed that they will not retard customer traffic. The aisles between them should be kept open to speed traffic to the various departments of the store. Modern display cases are well lighted and offer complete visibility of all items shown. Glass display cases must always be kept clean. A dirty display case detracts from the appearance of the articles displayed.

Booths, tables, chairs and display cases that blend with the decorative and color scheme of your store will serve to heighten the pleasant impression customers receive and will contribute to making your store a truly modern one—a store that will hold its own in the competition for tomorrow's market.



Photographs Courtesy York Corporation

air conditioning is a MUST in modernizing

No store modernization program can now be considered complete without the inclusion of air conditioning, now viewed as a necessity—not a luxury. Surveys have produced some very interesting statistics: 75% of the department stores, 80.2% of the restaurants, 58.9% of the retail stores, reported that air conditioning definitely brought in new customers. The public looks for, and expects air conditioning for its comfort.

COMPETITION

Were Mark Twain alive today, he might well vary his classic weather remark to, "Everybody talks about the weather, but competition does something about it". The wise fellow will include air conditioning in any modernization plan designed to meet competition.

WHAT DOES AIR CONDITIONING DO?

Quality air conditioning equipment, properly engineered to individual job requirements, plus skillful installation and any subsequent adjustments required, assures the maximum in *human comfort* within a given space. Five major functions must be accomplished:

1. Cooling: Remember some of those early theatre applications of air conditioning that were too cold and "clammy"? The chief cause was too low temperature and failure to remove enough moisture (humidity) from the air. With the cooling properly balanced with moisture removal, the air is pleasant; it soothes and relaxes the tired patron. Naturally, refrigeration equipment of the most reliable quality, together with dependable controls, is a *must* to assure long life, economical operation and maximum satisfaction.

2. Dehumidifying. The saying goes, "It isn't the temperature, it's the humidity". In a hot, humid climate, equipment selected must be made on the basis of removing the proper quantity of moisture from the air.

3. Cleaning. Adequate filters must be a part of your air conditioning system to remove dust and dirt from the air before cooling and dehumidifying it.

4. Circulating. After the air has been cleaned, cooled and properly dehumidified, it must be circulated to all parts of the space to be conditioned.

5. Ventilating. Depending upon certain conditions, such as smoke, odors (possibly from food), and similar problems, outside air will be required in varying amounts. Too much outside air means higher operating costs and larger equipment. If too little outside air is brought in, the result may be "stale" air.

IS ANY AIR CONDITIONING ALL RIGHT?

Like clothes, the equipment must "fit" in order to assure best results. The lowest priced proposal may be the highest cost one in the long run. Buy on confidence in the distributor or dealer from whom you purchase and the manufacturer who makes the equipment.

TYPES OF AIR CONDITIONERS

Generally, there are two types of air conditioning systems adaptable for stores and shops:

1. The "unit" type, which is self-contained, factory engineered and assembled, is available in several sizes, and comes ready to install.

2. The "central station" type of system is usually larger in capacity than a "unit" system, and its components are installed remotely from the conditioned space.

DO YOU NEED AIR CONDITIONING?

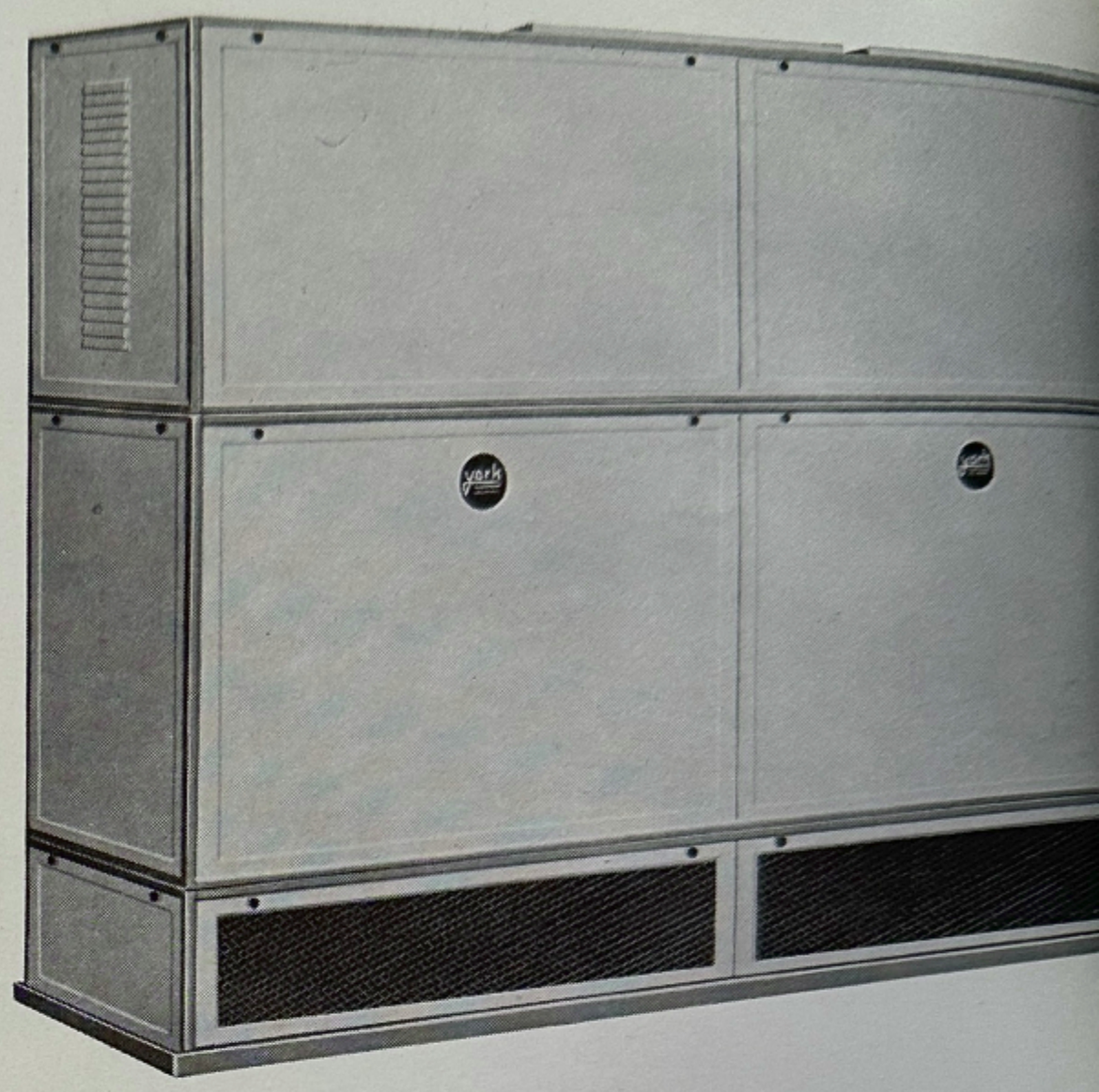
In the last analysis, you, the merchant, must decide whether or not you will meet the public demand for comfort which in turn will mean dollars in your bank account.

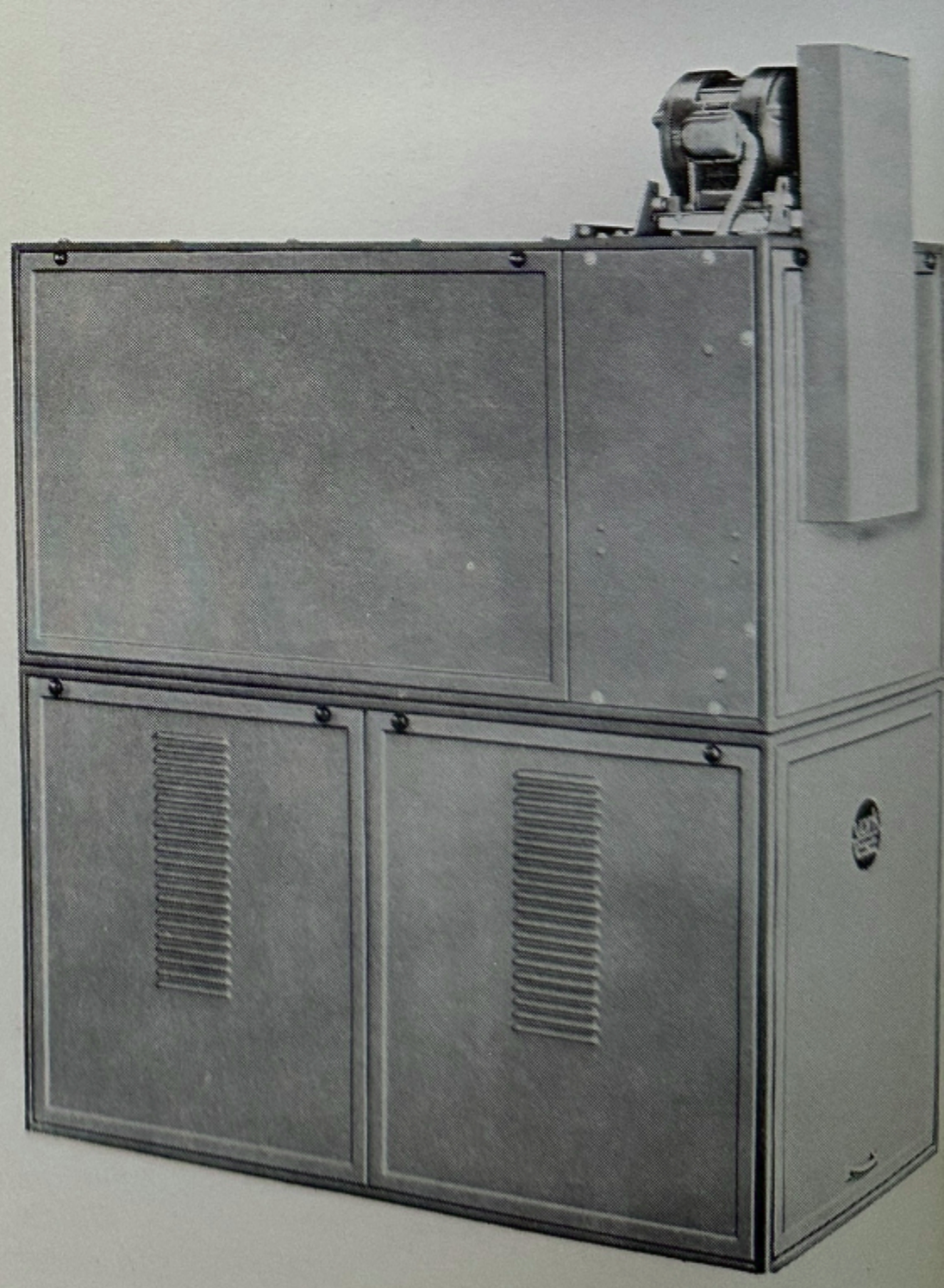
If you want to meet or beat competition, you can be sure that air conditioning will be just as steadfast a helper as good advertising, fine window displays, modern fountain equipment, adequate lighting effects, a good location, and courteous service.

Air conditioning increases employee efficiency and brings about an improvement in employee and customer relations. Short tempers, indifference, abruptness, unconcern, inattention and the uncooperative attitude that characterize sales people working in a hot, oppressive store largely disappear. And surveys show that employee absenteeism is reduced by as much as 26%.

With air conditioning, windows and doors can be kept closed, reducing street noises and eliminating their fatigue effect on customers and employees. Likewise, furnishings and fixtures stay fresher and cleaner with street dirt shut out, reducing cleaning labor.

The cool invigorating atmosphere of the air conditioned store serves as a pressing invitation to the public to shop in comfort—it brings regular customers back more often and attracts new ones. In reply to a questionnaire submitted by the Detroit Edison Company to store owners and managers having air conditioned establishments, 100% said "yes" to the question, "Does air conditioning increase profits?"; 97½% said "yes" to "Do you consider it a good investment?"





store modernization check chart

Item observed	Check (x) item to be treated	Check (x) treatment needed: Alter	Paint	Repair	Replace	Refinish	Rearrange	Remove	Clean	None	Other	Cost estimate
Exterior												
Face of Building	Appearance Condition											
Signs	Appearance Condition Position Size											
Display Windows	Appearance Condition											
Lighting	Appearance Style											
Valances	Appearance Condition											
Entrance Screen doors	Appearance Condition											
Entrance Doors	Appearance Condition Location Size											
Sidewalk	Condition											
Rear Yard, Space	Appearance Condition											
Interior												
Floors	Appearance Condition											
Walls and Ceilings	Appearance Condition											
Electric Wiring	Appearance Condition											
Plumbing	Appearance Condition											
Toilet Rooms and Lockers	Appearance Condition Sufficient facilities											
Lights and Lighting Fixtures	Appearance Condition											

store modernization check chart (continued)

Item observed	Check (x) item to be treated	Check (x) treatment needed: Alter	Paint	Repair	Replace	Refinish	Rearrange	Remove	Clean	None	Other	Cost estimate
Shelves and Wall Cases	Appearance Condition											
Fountain Counters and tops	Appearance Condition											
Fountain Backbars	Appearance Condition											
Fountain Interior	Appearance Condition											
Extra Cabinets	Appearance Condition											
Food Storage Room	Appearance Condition											
Refrigeration	Condition											
Luncheonette Equipment	Appearance Condition											
Booths, Tables and Chairs	Appearance Condition											
Departmental Signs	Appearance Condition											
Floor Cases	Appearance Condition											
Ventilating Equipment	Appearance Condition											
Heating Equipment	Appearance Condition											
Cash Registers	Appearance Condition											
Trash and Garbage Receptacles	Appearance Condition											
Cellar Floor	Appearance Condition											
Fire Extinguishers	Appearance Condition											
Other Equipment	Appearance Condition											

pricing ON A SOUND BASIS

There are several factors which interest every potential purchaser, and which influence his decision to buy a certain product at a certain store. Chief among these considerations are the *quality* of the merchandise, and the *quantity* he receives at the *price* he must pay. Important considerations all—and worthy of thoughtful attention on the part of the store operator. Since even quality and quantity are influenced (in the purchaser's eye) by the *price*, proper pricing of the merchandise the retail store offers is one of the leading factors in creating a continuous and profitable movement of that merchandise across the store counter. Given quality products, proper pricing will encourage the repeat business so important in building volume.

The following points must be considered in setting up proper pricing:

1. A price which will produce the greatest number of inventory turnovers in any given period.
2. A price acceptable to consumers because it bears a proper relation to prices set on competing items.
3. A price which gives the merchant a profitable return on his investment.

TURNOVER

The value of fast turnover is in its speedier return to the merchant of his original investment. The merchandise at the soda fountain has a high rate of turnover, compared to the store as a whole, and Ice Cream is one of the fastest turnover items at the soda fountain as is shown by the following table:

	Annual Inventory Turnover	Average Gross Profit	Return Per Dollar of Investment
Drugstores	3.5— 6	30—34%	$ 1.19—$ 1.80
Food Stores	12—20	16—22%	$ 2.64—$ 3.20
ICE CREAM	35—60	30—50%	$10.50—$30.00

ICE CREAM PRICING

Ice Cream has come to be acknowledged and enjoyed by consumers as a nutritious food, as well as a delightful refreshment. It competes with other food items for a place in the diet and a share of the consumers food dollar. The consumer must feel, therefore, that the price he pays for Ice Cream, represents a fair value in comparison with other products which he might buy in its place—if he is to continue to purchase.

In present markets many foods are offered at odd penny prices, to carry out the store's mark up policy. That is, when the store has received an advance in materials or ingredients, the mark-up according to store formula may result in an odd penny price. This is often better than to jump prices out of line with costs, which could result in customer dissatisfaction and loss of business. It may well be that Ice Cream will have to follow this same system of odd penny pricing to retain its place in the competitive food field.

Milk drinks, Ice Cream sodas and Sundaes, are the "Big Three" of customer preference at the soda fountain. They account for about 1/3 of all soda fountain services, and yield 48.5% of the net profit received for items sold at the soda fountain. Each of the services requires quite a little preparation time—and this cost must be taken into account in determining a selling price which will yield a sufficient gross to make a net profit possible.

It must be remembered that people "shop" for these items in terms of quality and quantity as well as price. Your sales volume on these items will be determined by the quality of the product and the size of portion rather than the fact that they are priced at 15, 17, 20 or 22c. Usually the selling price of fountain items for the average soda fountain should be about twice their material cost, which will then yield a satisfactory gross profit.

The price and value of Ice Cream cones is most important to that large segment of purchasers—the children. Assuming your markup in the past has been satisfactory, an increase in your cost of a fraction of a cent may not always justify the increase of a full cent in your selling price. Perhaps you can maintain a satisfactory spread through a slight reduction in the amount of Ice Cream served on your cones in lieu of a price increase, unless this is contrary to existing regulations. A cone sold for double the price of a single cone should represent double the value and two scoops of Ice Cream should be used.

The sale of hand dipped bulk Ice Cream at the soda fountain, for carry out is a popular service. It must be properly priced in relation to the selling price of factory-filled packages to maintain this popularity. The selling price of a pint of hand dipped Ice Cream usually averages about 10c a pint over the selling price of the factory-filled package.

The factory-filled package is also a favorite for home use. It should be priced to give you a return comparable to that which you receive on competitive items plus any added costs involved in the storage of Ice Cream. A gross margin of 30—35% on the sale of packaged Ice Cream will, in view of the rapid turnover, usually give you a very satisfactory profit at a price that will encourage maximum sales.

A correct pricing structure which takes into account the various aspects mentioned, is not only the basis of sound profit—but also of customer attraction. People want to get what they pay for—and are willing to pay for the quality and quantity they desire—when they feel it is fairly priced.

All price schedules should be carefully examined to be sure that they comply with any regulations in effect at the time.

COST OF ICE CREAM PER SCOOP
Average Number of Dips to the Gallon [4 Quarts]



	#30 62 to 1 gal.	#24 51 to 1 gal.	#20 42 to 1 gal.	#16 35 to 1 gal.	#12 26 to 1 gal.	#10 24 to 1 gal.	#8 22 to 1 gal.
Price per Gallon $1.00	.0161	.0196	.0238	.0286	.0385	.0417	.0455
Price per Gallon 1.05	.0169	.0206	.0250	.0300	.0404	.0437	.0477
Price per Gallon 1.10	.0177	.0216	.0262	.0314	.0423	.0458	.0500
Price per Gallon 1.15	.0185	.0225	.0274	.0329	.0442	.0479	.0523
Price per Gallon 1.20	.0194	.0235	.0286	.0343	.0462	.0500	.0545
Price per Gallon 1.25	.0202	.0245	.0298	.0357	.0481	.0521	.0568
Price per Gallon 1.30	.0210	.0255	.0310	.0371	.0500	.0542	.0591
Price per Gallon 1.35	.0218	.0265	.0321	.0386	.0519	.0562	.0614
Price per Gallon 1.40	.0226	.0275	.0333	.0400	.0538	.0583	.0636
Price per Gallon 1.45	.0234	.0284	.0345	.0414	.0558	.0603	.0659
Price per Gallon 1.50	.0242	.0294	.0357	.0429	.0577	.0625	.0682
Price per Gallon 1.60	.0258	.0314	.0381	.0457	.0615	.0666	.0727

Lower Chart for Canadian Use

COST OF ICE CREAM PER SCOOP
Average Number of Dips to the Imperial Gallon [5 Quarts]

	#30 Scoop 77 to Gal.	#24 Scoop 64 to Gal.	#20 Scoop 52 to Gal.	#16 Scoop 44 to Gal.	#12 Scoop 33 to Gal.	#10 Scoop 30 to Gal.	#8 Scoop 28 to Gal.
Price per Gallon $1.10	.0143	.0172	.0212	.0250	.0333	.0367	0393
Price per Gallon 1 15	.0149	.0180	.0221	.0261	.0348	.0383	.0411
Price per Gallon 1.25	.0162	.0195	.0240	.0284	.0379	.0417	.0446
Price per Gallon 1.35	.0175	.0211	.0260	.0307	.0409	.0450	.0482
Price per Gallon 1.45	.0188	.0227	.0279	.0330	.0439	.0483	.0518
Price per Gallon 1.55	.0201	.0242	.0298	.0352	.0470	.0517	.0554
Price per Gallon 1.60	.0208	.0250	.0308	.0364	.0485	.0533	.0571
Price per Gallon 1.65	.0214	.0258	.0317	.0375	.0500	.0550	.0589
Price per Gallon 1.70	.0221	.0265	.0327	.0386	.0515	.0566	.0607
Price per Gallon 1.80	.0234	.0281	.0346	.0409	.0545	.0600	.0642
Price per Gallon 1.90	.0246	.0297	.0365	.0431	.0575	.0633	.0678
Price per Gallon 2.00	.0259	.0312	.0384	.0454	.0606	.0666	.0714



costs AT THE SODA FOUNTAIN

The profit at the Soda Fountain or Ice Cream Department is based on accurate knowledge of costs—and a proper pricing structure developed from this.

On the opposite page we present cost tables on Ice Cream per dipper. The following examples of figuring costs of various sundae toppings and syrups will enable you to determine per serving costs accurately.

The use of a simple system of books will enable you to find out if expected costs are actual, if predetermined gross is realized, and therefore if net profit is satisfactory.

All cost figures are average, and represent the best knowledge we have been able to assemble.

OVERHEAD AND OPERATING EXPENSES

(Cost of doing business)

These include every item of expense in connection with business, except actual cost of merchandise.

Rent, heat, light, and other general expenses are often prorated to the soda fountain on the basis of the percentage of total floor space which it occupies.

Labor, which is used at the Soda Fountain together with all supplies such as napkins, straws, ice, cups (for carry out) are entirely charged against the Soda Fountain.

Frequently, the various items of expense which make up overhead are recorded separately to facilitate analysis and comparison.

The usual expenses which must be included are:

EXPENSES:

- Salaries (Proprietor included)
- Rent
- Heat and Air Conditioning
- Electric Light & Power
- Gas (Fuel)
- Repairs to Premises
- Insurance
- Interest on Notes Payable
- Taxes and Licenses
- Repairs (Equipment)
- Depreciation—Fountain & Fixtures
- Telephone
- Postage
- Delivery Expense (not wages)
- Advertising
- Laundry
- Water
- Interest on Investment (Fountain, Fixtures, etc.)
- Miscellaneous Expense (Napkins, Straws, Ice, Accounting, Charity, Replacements, etc.)

FIGURING TOPPING COSTS

Topping costs per serving are correctly figured as follows:

Divide case or per dozen cost of the concentrated canned fruit topping—to find cost of 1 can or jar. Let us assume that you are buying concentrated fruit in #10 tins at $31.00 per dozen.

1 #10 tin will then cost	$2.58	(Capacity 96 oz.)
Simple Syrup, 6 quarts for 2-1 dilution	.45	(Sugar 5¢ pound)
2¼ gallons (9 quarts) ready to use topping	$3.03	
Per gallon cost	1.3467	
Per serving 1½ ounces	.0158	

The same method is followed in computing all topping costs in which 2 parts of simple syrup are blended with 1 part concentrated topping.

Since most fudges for use hot are purchased ready to serve, simply divide the cost of the tin or jar by the number of ounces (128 oz. in gallon, 96 oz. in #10 tin, 32 oz. in 1 quart), to get the 1 oz. cost. Multiply by 1.5 for 1½ oz. or 2 for 2 oz. cost.

SYRUP COST PER SERVING

Concentrated syrup usually packed in gallon containers is customarily blended with 3 parts simple syrup for fountain use. Therefore your cost figure is:

Add cost of 1 gallon concentrated syrup
And cost of 3 gallons simple syrup
For total cost of 4 gallons ready to use syrup
Divide by 4 for cost of 1 gallon ready to use syrup

1 gallon = 128 ounces and you can then figure your per serving cost on the basis of 1 ounce, 1½ ounces or 2 ounces, which ever you use.

OTHER AVERAGE COSTS PER SERVING *

Carbonated Water	$0.003	
Soda Spoon Whipped Cream	0.003	
Chopped Nuts	.008	to .015
Malted Milk	.0075	
Garnish	.005	to .009
Waste Allowance	.003	

* NOTE: Before determining final figures, be sure to check present cost of materials.

FIGURING A PER SERVICE COST *

EXAMPLE OF FIGURING COST AND GROSS OF A SUNDAE:

2 #20 dippers Ice Cream at $1.20 per gallon	.0572 (see table)
1½ ounces topping (#10 concentrated $31.00 dozen)	.0158
1 Soda Spoon Whipped Cream	.003
Garnish	.007
Total Material Cost	.0830

If you sell this for 15¢—your gross will be $0.067 or 44.66%.

*NOTE: Before determining final cost figures, be sure to check present cost of materials.

FIGURING GROSS

To obtain gross profit percentage subtract material cost from selling price and divide by selling price. The table set up here, gives you gross percentages on many breakdowns of cost and selling price—and enables you to find what *expected* gross percent should be.

FLAVORS BY CUSTOMER PREFERENCE

This list was compiled before market conditions effected supplies. You may not be able to *sell* flavors in quite these percentages, but they remain the percentages people like to *buy*, according to our best information.

CHOCOLATE ***(including syrups, toppings, fudges.)***	**60%**
PINEAPPLE ***(including syrup and toppings.)***	**6%**
STRAWBERRY ***(including syrup and sundae topping.)***	**6%**
ROOT BEER ***(syrup for use in Ice Cream sodas, for making milk shakes, and as a carbonated drink.)***	**5%**
CHERRIES ***(for decorating and flavoring.)***	**4%**
ORANGE ***(syrup for flavoring Ice Cream sodas and other drinks.)***	**4%**
NUT TOPPINGS ***(for sundaes and other desserts.)***	**4%**
RASPBERRY ***(including syrup and sundae toppings.)***	**3%**
LEMON ***(syrup for flavoring Ice Cream sodas and other drinks.)***	**2%**
CHERRY ***(syrup for flavoring Ice Cream sodas and other drinks.)***	**2%**
VANILLA ***(syrup for flavoring Ice Cream sodas and other drinks.)***	**1%**
BUTTERSCOTCH ***(sundae topping.)***	**1%**
MISCELLANEOUS	**2%**
	100%

If Selling Price is	*If Food Cost is*	*Gross Profit is*
.05	.025	50%
.05	.03	40%
.05	.035	30%
.06	.04	33 1/3%
.10	.05	50%
.10	.055	45%
.10	.06	40%
.10	.065	35%
.12	.065	45 5/6%
.13	.075	42 4/13%
.15	.07	53 1/3%
.15	.075	50%
.15	.08	46 2/3%
.15	.085	43 1/3%
.16	.09	43¾%
.17	.09	47 1/17%
.18	.10	44 4/9%
.20	.105	47½%
.20	.11	45%
.20	.115	42½%
.22	.12	45 5/11%
.23	.125	45 15/23%
.25	.125	50%
.25	.13	48%
.25	.135	46%
.25	.15	40%
.27	.15	44 4/9%
.30	.155	48 1/3%
.30	.17	43 1/3%
.30	.175	41 2/3%
.35	.18	48 4/7%
.40	.20	50%
.40	.22	45%
.45	.225	50%
.50	.25	50%
.50	.27	46%
.55	.28	40%
.60	.30	50%
.65	.33	49 3/13%
.70	.35	50%
.75	.38	49 1/3%
.80	.40	50%
.80	.43	46¼%
.85	.45	48 4/17%

definitions OF SODA FOUNTAIN TERMS

ADES—Drinks containing the juice of citrus fruits, sweetened, to which plain or carbonated water is added.

A LA CARTE—A meal in which each dish is paid for at a specified price. Used to distinguish from table d'hote.

A LA MODE—Ice Cream on top of pie, pudding, doughnuts, etc.

AU GRATIN *(o gra tan)*—Usually a scalloped dish, with a browned covering or crust of bread crumbs often mixed with butter or cheese.

BAUME—The density of syrup. The number of units of sugar in a unit volume of liquid.

BON-BON—Similar in type to a sundae. Usually made in a 6 or 7 ounce fancy stem glass. Candied fruit in bottom of glass, a combination of Ice Cream, Sherbet, flavor or fruit.

BOWL—Often applied to Ice Cream bowl—also salad bowl, fruit bowl, nut bowl, etc.

BRAISED—Lightly stewed in a covered kettle.

CHARLOTTE RUSSE—Sponge cake filled with whipped cream or whipped cream slightly sweetened and flavored, surrounded by lady fingers and served in mold in which formed.

COLLEGE ICE—This name was given to a sundae in a college town and was originally applied to sundaes topped with whipped cream.

COOLER—A drink made of fruit or fruit flavors in combination with ice, carbonated or plain water and topped with sherbets. Frequently made up complete and dispensed from punch bowl, adding ice and sherbet.

COUPE—Sherbets served in a short, stem glass, covered with fresh fruits and whipped cream.

CRIMP SUNDAE—Any sundae made in a crimp glass.

DIPPER PAD—A cellulose pad placed next to dipper well on which to tap Ice Cream dippers, to remove water before dipping into Ice Cream.

DOUBLE SUNDAE—The same flavor Ice Cream and same flavor topping—as for example Chocolate Ice Cream and Chocolate topping.

DRESSINGS—Applied to any syrup, jam, jelly, marshmallow, nuts, fruits or mixtures of the same, intended to pour over Ice Cream, or sherbets.

EGG PHOSPHATE—A glass of carbonated water in which have been scientifically blended flavor, acid phosphate and an egg. All phosphate contain acid phosphate.

FILET—A boneless piece of meat or fish.

FIZZ—Originally applied to tart drinks to which were added powdered sugar to give the fizzing effect. Many egg drinks of different kinds are called by this name.

FLAMBEAU—Ice Cream in combination with either cake or fruit with burning brandy sauce poured over it in sight of customer. Sauce served from flaming casserole.

FLOAT—An ade, freeze, rickey, milk shake or other drink, on the top of which fruit ice, sherbet or Ice Cream is floated.

FRAPPE—Frozen or partly frozen fruit juices. It is applied to whipped combinations of Ice Cream—syrup—fruits—nuts and whipped cream.

FREEZE—Usually fruit combinations with carbonated water in which a large portion of shaved or cracked ice is used. Also drinks made by whipping sherbet, flavor and water.

FROSTED CHOCOLATE — Another name for a chocolate milk shake made with Ice Cream.

FROSTED SODA — Usually an Ice Cream soda made in a glass which has been frosted by refrigeration.

FROSTY—A milk shake made with sherbet or fruit ice.

GARNISH — Something laid on or about food as a decoration.

GLACE (*glä say*)—Frozen or iced fruits, nuts, etc. Drinks with an overlay of fruits or nuts, usually made very cold by the use of ice. Also applied to sundaes on which glossy surfaced fruits and sugared nuts are served.

ICE CREAM—A bodybuilding, energy giving nutritious and delicious food.

ICE CREAM SODA—A combination of fruit syrup or other flavor, Ice Cream and carbonated water.

JULIENNE — Vegetables, served in soups or salads. Potatoes or meat cut in long thin strips.

MARASCHINO—Usually applied to a "decorating cherry," flavored in Maraschino Syrup—but not always in the "genuine" flavor.

MELBA—Originally applied to servings of whole fruits with Ice Cream between—covered with a Melba Sauce.

MOCHA—A superior flavor of coffee. Denotes flavor of an Ice Cream drink where coffee syrup is used in its composition. Sometimes a combination of coffee and chocolate flavors.

MOUSSE—A delicate frozen composition of whipped cream, whites of eggs, sugar, flavor or fruits. Also applied to fancy sundaes overcharged with whipped cream (sweetened).

NEWPORT—Ice Cream—under which is placed either cake—whole or crushed fruit—or syrup and over which is poured fruit, nuts or toppings and garnished with whipped cream—chocolate shot or colored candy shot.

PARFAIT—Originally used to denote semi-frozen Ice Cream. Applied now to a serving of Ice Cream—fruits—flavor—nuts and whipped cream, sometimes whipped to represent semi-frozen consistency—made more ornamental by layering different assortments of the things mentioned.

PETIT FOURS—Small, dainty cakes served with Ice Cream or sherbet.

PHOSPHATE—Applies to drinks made with carbonated water, flavor and acid phosphate. Should not be used with "still drinks."

PUFF—Ice Cream in eclair or cream puff shells with various kinds of dressings and nuts.

RICKEY—Similar to an Ade made with carbonated water.

ROYAL—Applied to unusual Ice Cream combinations—generally those in which sliced fruit covers the bottom of the dish, and is topped with Ice Cream, fruits, toppings, nuts, etc.

SAUTED—Fried lightly and quickly with little grease and often a little water added.

SHAKES—Originally applied to any drink that was shaken to mix it. Now applied to milk drinks made with Ice Cream, and mixed on drink mixer.

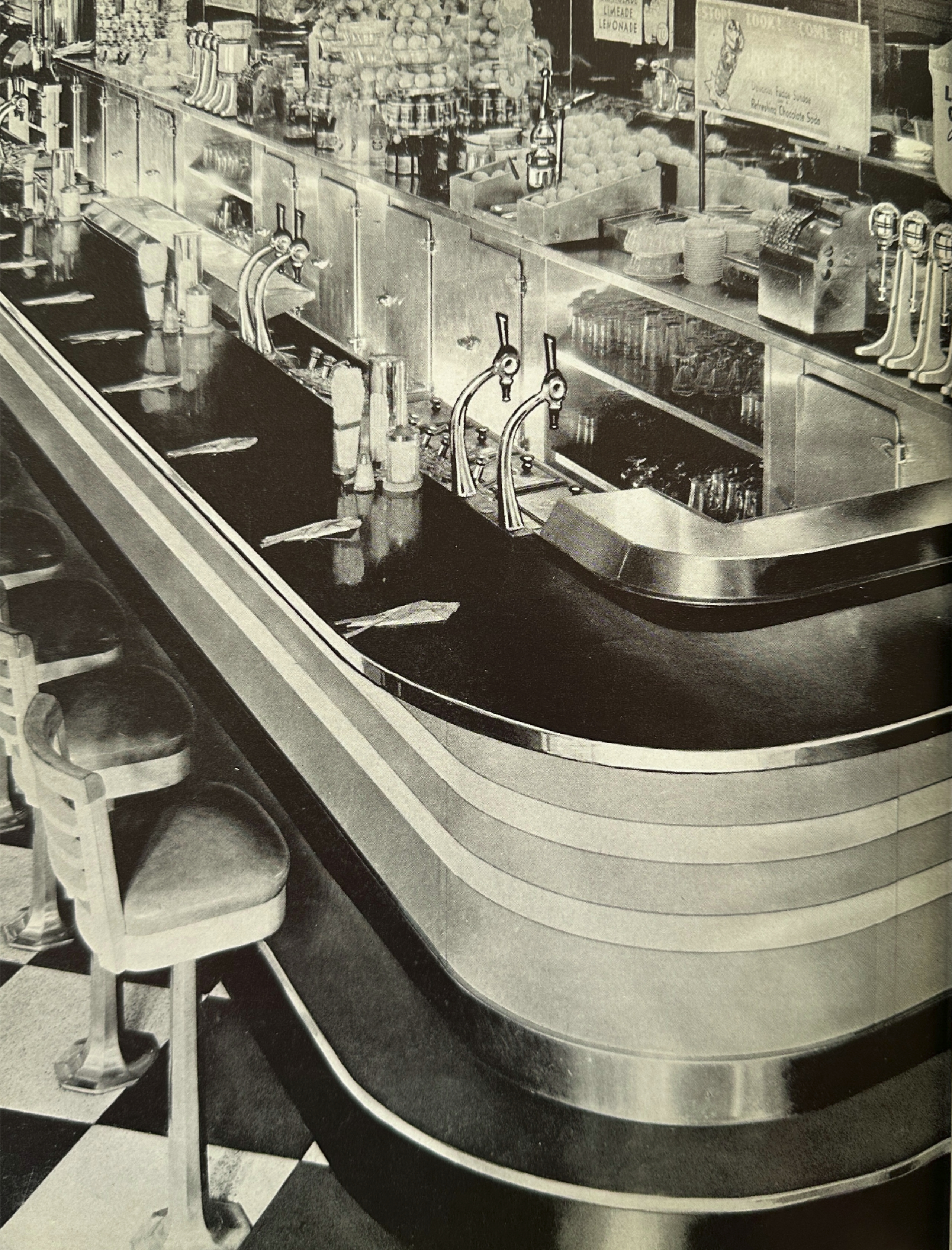
SODA—Usually accepted at the soda fountain to mean "Ice Cream Soda."

SUNDAE—A portion of Ice Cream over which one or more dressings of syrups, fruits, nuts, or other toppings are poured.

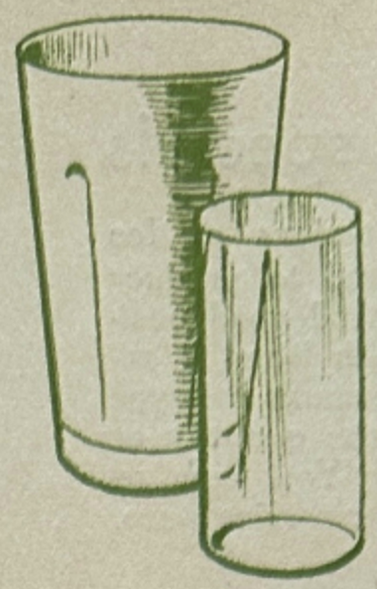
TORTONI—Fancy Ice Creams in fancy individual paper cases.

TULIP SUNDAE—A sundae made and served in a glace tulip dish.

TWIN SUNDAE—A two-in-one method of making a sundae. Two molds of Ice Cream alongside one another in the same dish and topped with the usual sundae materials.


LIMEADE
LEMONADE









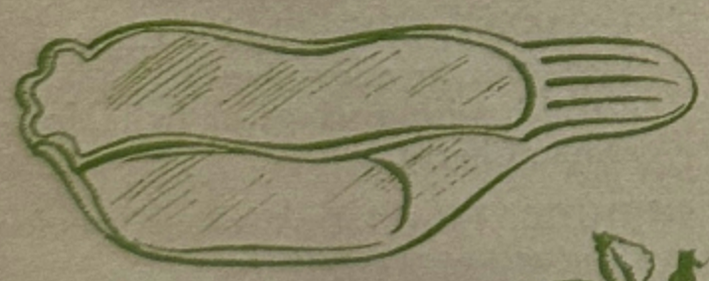
parade of formulas

Over the years, the Ice Cream Merchandising Institute has developed many outstandingly successful formulas for the various Ice Cream services in demand at the soda fountain and Ice Cream department of the retail store.

The formulas have been laboratory tested, and have then proved their worth in use in the field.

Because of their proved value, it has been felt desirable to include them in this book—in a fashion available for easy reference. For that reason we are presenting this Parade of Formulas in which are included specifications for many outstanding Ice Cream services.

You will find at the beginning of each group a master chart showing the basic formula for that section. Following this, in alphabetical order, are the listed formulas for the variations in that classification. All are designed to be made as outlined in the master chart, except as noted in particular specifications.



From these pages you can get ideas for a special event you wish to celebrate—for holiday featuring, birthday or anniversary celebrations, for building and featuring specials, etc.



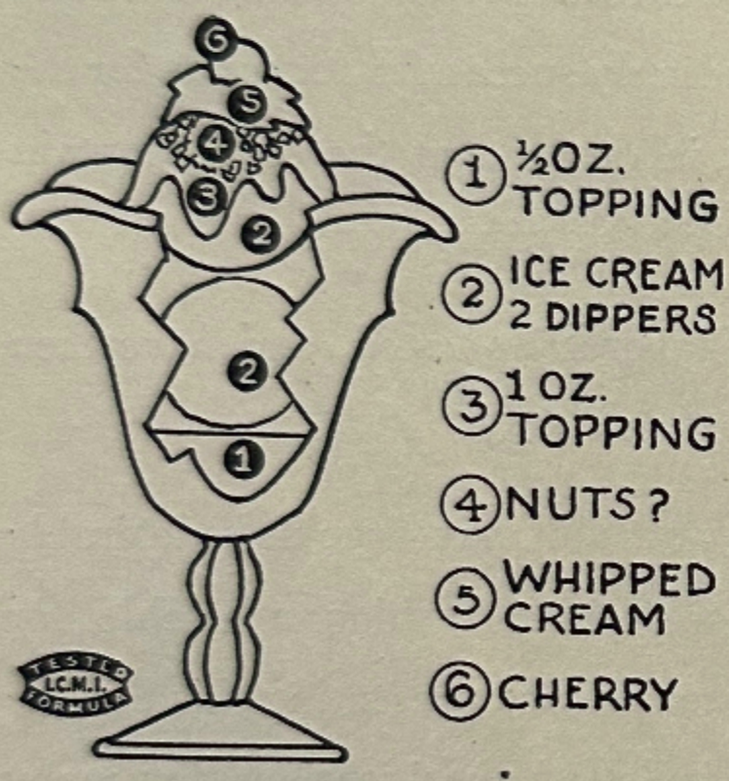
A wealth of variations of staple services is at your command on the pages which follow. The Parade of Formulas can be as valuable in your Ice Cream merchandising plans as you make it.

sundaes and specials

Many of the combinations of Ice Cream and toppings used to produce sundaes which have proved good business builders are herewith listed in recipe fashion. In each formula the type glass is suggested and the quantity of each ingredient given. You can of course use your particular service ware, either glass or paper.

Make any sundae given here by putting ingredients into the glass, or paper service in the order listed.

In the illustrated section of sundaes, you will find detailed instructions and basic formula, charted. The chart shows you how.



AMERICAN BEAUTY *(flat or footed round dish)*
1 #10 dipper of Vanilla Ice Cream
1 oz. Chocolate Fudge
5 stem Whole Maraschino Cherries
Sprinkle Chopped Nuts over Fudge.
Garnish with a straight line of Whipped Cream through center and sprinkle Chocolate Decorettes over all.

BALLOON *(tulip glass)*
½ oz. Chocolate Sauce
2 #20 dippers of Vanilla Ice Cream
1 oz. Chocolate Sauce
Top with Whipped Cream and a Cherry.
NOTE: Use the "give-away balloon" idea with this sundae.

BANANA MOUSSE *(tulip glass)*
1 Spoon Banana Mousse
2 #20 dippers Buttered Pecan or Vanilla Ice Cream
1 oz. of Banana Mousse
Garnish with whipped cream and a red cherry.

BANANA WHIP *(stem sundae dish)*
2 #20 dippers Chocolate Ice Cream
Sliced Banana—to cover
Top with a generous portion of whipped cream and a cherry.

BAN-BRELLA *(tulip sundae glass)*
Half peeled banana
Dip in chocolate syrup, roll in nuts
Place in tulip dish, pointed end down
1 #12 dipper Vanilla Ice Cream
1 oz. chocolate topping
Whipped cream
Chopped nuts, cherry

BANK NITE *(tulip glass)*
½ oz. "Bank Nite" Topping
2 #20 dippers of Vanilla Ice Cream
1 oz. of "Bank Nite" Topping
Garnish with whipped cream and a Red Cherry.
NOTE: "Bank Nite Topping"—Equal portions of Sliced Peaches, Sliced Pineapple, Sliced Oranges. Cut into small pieces, cover with some minted powdered sugar or use syrup from Peaches and Pineapples.

"BEE-HIVE" *(tulip glass)*
½ oz. Pure Honey
2 #20 dippers Vanilla Ice Cream
1 oz. Pure Honey
Over the top sprinkle a portion of fresh crunchy roasted Salted Almonds.
Garnish with whipped cream and a Red Cherry.

BIRTHDAE *(tulip glass) (for February 12)*
½ oz. Log Cabin or Maple Syrup
2 #20 dippers chocolate Ice Cream
1 oz. Log Cabin Syrup
2 pretzel sticks on each side of dish to form a sundae. Top with cherry.

BIRTHDAE *(tulip glass) (for February 22)*
½ oz. Butterscotch or Marshmallow Topping
2 #20 dippers chocolate Ice Cream
1 oz. Marshmallow Topping
Dot with four half maraschino cherries and one stem maraschino cherry in center (or plain maraschino cherry).

BLACKBERRY BANANA *(tulip glass)*
½ oz. Fresh Blackberries
2 #20 dippers of Vanilla Ice Cream
1 oz. Fresh Blackberries
Decorate with whipped cream and sliced Banana around edge of dish
Top with a whole Blackberry.

BLACK CHERRY SUNDAE *(tulip glass)*
½ oz. of Burgundy Cherries
2 #20 dippers of Vanilla Ice Cream
1 oz. of Burgundy Cherries (over Ice Cream)
Decorate with whipped cream.

BLACK CHERRY SYRUP *(junior glass or paper service)*
1 #12 dipper of Vanilla Ice Cream
1 oz. Black Cherry Juice Syrup
Garnish with red Maraschino cherry.

BLACK WALNUT *(tulip glass)*
½ oz. Black Walnuts in Syrup
2 #20 dippers of Caramel or Vanilla Ice Cream
1 oz. Black Walnuts in syrup
Top with whipped cream and garnish with a cherry.

BLUEBERRY BANANA *(tulip glass)*
½ oz. Fresh Blueberries
2 #20 dippers of Vanilla Ice Cream
1 oz. Fresh Blueberries
Decorate with Whipped Cream and sliced Banana around edge of glass.
Top with a whole Blueberry.

BLUEBERRY "BLUEBOY" *(tulip glass)*
½ oz. of Crushed Blueberries
2 #20 dippers of Vanilla Ice Cream
Cover Ice Cream with 1 oz. of Blueberries. Garnish with whipped cream and a Blueberry.

BRANDI-PEACH *(stem glass or paper service)*
1 #12 dipper of Vanilla Ice Cream
1 oz. of Brandi-Peach
Border of Whipped Cream around edge of dish
Place a Date on each side and English Walnut halves between each date. Place a whole Cherry in center.

BRAZIL NUT *(tulip glass)*
½ oz. coffee syrup
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. coffee syrup
1 soda spoon sliced Brazil nuts
Garnish with whipped cream. Top with a Brazil nut.

BUDGET CHOCOLATE *(paper cup)*
1 #16 dipper Vanilla Ice Cream
1 oz. Chocolate Syrup
Garnish with whole or half Maraschino Cherry.

BUDGET MARSHMALLOW *(paper cup)*
1 #16 dipper Vanilla Ice Cream
1 oz. Marshmallow Syrup
Garnish with a whole or half Maraschino Cherry.

BUDGET PEANUT *(junior sundae glass or paper service)*
1 #16 dipper Chocolate Ice Cream
1 oz. of Marshmallow topping
1 oz. Jumbo Salted Peanuts sprinkled over top.

BURGUNDY CHERRY *(crimp sundae glass)*
½ oz. crushed Burgundy Cherries
1 #20 dipper Cherry or Vanilla Ice Cream
½ oz. crushed Burgundy Cherries
1 #20 dipper Cherry or Vanilla Ice Cream
½ oz. crushed Burgundy Cherries
Whipped Cream, Maraschino cherry.

BUTTERSCOTCH PEANUT ROYAL *(Ice cream bowl or round dish)*

Slices of Banana (to cover bottom of dish)
2 #20 dippers Butterscotch variegated Ice Cream
1½ oz. Butterscotch (between molds)
Top with blanched salted peanuts.

BUTTERSCOTCH PECAN *(round dish or paper service)*

1 #12 dipper Vanilla Ice Cream
1 oz. of Butterscotch
Top with salted pecans, and garnish with whipped cream.

BUTTERSCOTCH SUNDAE *(tulip glass)*

½ oz. Butterscotch Topping
2 #20 dippers of Nut Caramel Ice Cream
1 oz. Butterscotch Topping
1 soda spoon Whipped Cream
Whole Red Cherry

CANTELOUPE *(round dish)*

½ Canteloupe
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Pineapple
Garnish with whipped cream and a cherry.

CARAMEL CRUNCH *(crimp or tulip glass)*

½ oz. Caramel Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Caramel Topping
Grape Nuts or Chopped Nuts
Top with a cherry.

CARAMEL FUDGE BUDGET *(small tulip glass or paper service)*

1 #16 dipper Vanilla Ice Cream
1 oz. Hot or Cold Caramel Fudge

CARAMEL PECAN *(crimp glass)*

½ oz. Special Caramel Pecan Topping
2 #20 dippers Vanilla Ice Cream or any Nutted Ice Cream
1 oz. of Special Caramel Pecan Topping
Garnish with whipped cream and a large pecan or cherry.

CASHEW *(crimp sundae glass)*

½ oz. Chocolate Topping
1 #20 dipper Vanilla Ice Cream
½ oz. Butterscotch Sauce
1 #20 dipper Chocolate Ice Cream
½ oz. Marshmallow
Border with 8 cashew nuts, and garnish with a rosette of whipped cream.
Top with one cashew nut.

CHERRY BUDGET *(small tulip glass)*

½ oz. Cherry Syrup
1 #16 dipper Vanilla Ice Cream
½ oz. Cherry Syrup
Garnish with whipped cream and a cherry.

CHERRY JUBILEE *(tulip glass or paper service)*

1 #12 dipper Vanilla Ice Cream
Cover with 1 oz. of Hot Cherry Sauce
Garnish with whipped cream and a cherry.

CHERRY MARSHMALLOW *(tulip glass)*

½ oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
Garnish with a soda spoon crushed sweet cherries.

CHERRY-SCHINO SUNDAE *(tulip glass)*

½ oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
5 whole Maraschino Cherries around the edge
Top with whipped cream and a cherry.

CHOCOLATE BROWNIE *(tulip glass)*

1 #20 dipper Chocolate Ice Cream
Crumbled Chocolate Brownie
1 #20 dipper Chocolate Ice Cream
The other half of a Chocolate Brownie crumbled over it
Whipped Cream
Red or green Cherry
Serve with a whole chocolate brownie on the underlying plate.

CHOCOLATE BUDGET *(small tulip glass or paper service)*

½ oz. Chocolate Sauce
1 #16 dipper Vanilla Ice Cream
½ oz. Chocolate Sauce
Garnish with whipped cream and a cherry.

CHOCOLATE BUTTERNUT *(tulip glass)*

½ oz. Chocolate Butternut Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Chocolate Butternut Topping
Garnish with whipped cream and a cherry.

CHOCOLATE CARAMEL ALMOND *(tulip glass)*

½ oz. Caramel Sauce
2 #20 dippers Chocolate Ice Cream
1 oz. Caramel Sauce
5 Salted Almonds
Top with a red cherry.

CHOCOLATE CRUMB *(tulip glass)*

½ oz. Fudge or heavy Chocolate Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Chocolate Topping
Whipped cream and 1 spoon of doughnut or cake crumbs sprinkled over all.

CHOCOLATE FUDGE BUDGET *(small tulip glass or paper service)*

1 #16 dipper Vanilla Ice Cream
1 oz. hot or cold Chocolate Fudge
NOTE: Whipped cream and cherry purposely left off so that fudge may be included on low priced menu.

CHOCOLATE IMPERIAL *(crimp glass)*

½ oz. Chocolate Syrup
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Chocolate Ice Cream
1 oz. Marshmallow
Sprinkle with a goodly portion of chocolate shot.

CHOCOLATE MARSHMALLOW *(tulip glass)*

FORMULA #1

½ oz. Marshmallow Topping
2 #20 dippers Chocolate Ice Cream
1 oz. Marshmallow Topping
Garnish with chocolate whipped cream and top with a red cherry.

FORMULA #2

½ oz. Chocolate Syrup
2 #20 dippers Vanilla Ice Cream
½ oz. Chocolate Sauce
½ oz. Marshmallow
Garnish with whipped cream and a red cherry.

FORMULA #3

½ oz. Chocolate Marshmallow Sauce
2 #20 dippers Vanilla or Chocolate Ice Cream
1 oz. Chocolate Marshmallow Sauce
Whipped Cream and a Cherry.
NOTE: Make chocolate marshmallow sauce by combining one part chocolate syrup to three parts marshmallow. Whip until smoothly blended.

CHOCOLATE NOODLE *(round dish)*

½ oz. chocolate sauce
2 #20 dippers of chocolate Ice Cream
1 oz. chocolate sauce
Cover with whipped cream and garnish with chocolate shot

CHOCOLATE "NUT FREEZE" *(stem dish or paper service)*

1 oz. of "Nut Freeze Sauce" topping
1 #12 dipper of Vanilla Ice Cream
Garnish with a rosette of whipped cream and decorate with a cherry.
Nut Freeze Topping: Mix a quart of Frozen Fudge or Heavy Chocolate Sauce, with 10 oz. of Chopped Assorted Nuts. Store in a glass bowl or crock in refrigerator and serve as cold as possible.

CHOCOLATE PEANUT *(tulip glass)*

½ oz. of Marshmallow Topping
1 #20 dipper of Chocolate Ice Cream
1 # 20 dipper of Vanilla Ice Cream
1 oz. Chocolate Topping
1 spoon Salted Peanuts over topping.

CHOCOLATE PECAN *(tulip glass)*

½ oz. chocolate topping
2 #20 dippers Vanilla Ice Cream
1 oz. Chocolate topping
Decorate with pecan halves, a spiral of whipped cream and a cherry.

CHOCOLATE PEPPERMINT *(silver sundae dish or paper service)*

1 #12 dipper Chocolate Ice Cream
2 spoons chopped peppermint candy
Whipped cream, Cherry.

CHOCOLATE PUFF *(crimp glass)*

2 #20 dippers of Chocolate Ice Cream
Very generous portion whipped cream. Sprinkle with nutmeg and top with cherry.

CHOCOLATE RICE KRISPIES *(tulip glass)*

½ oz. Chocolate Topping.
2 # 20 dippers of Vanilla Ice Cream
1 oz. Chocolate Topping and a good portion of Rice Krispies.
Garnish with whipped cream and a cherry

CHOCOLATE WALNUT *(tulip glass)*

½ oz. Chocolate Fudge
2 #20 dippers Vanilla Ice Cream
1 oz. Chocolate Fudge
Place 6 walnut halves around mold of Ice Cream. Top with whipped cream and a cherry.

CHOCOLATE WHIP *(crimp glass)*

1 Spoon of whipped cream
2 #20 dippers of Chocolate Ice Cream
Cover with whipped cream
Sprinkle generously with chocolate shot. Garnish with a red cherry.

CHRISTMAS TREE *(crimp glass)*

Small quantity Green Pineapple Dicettes, or Green Cherry, or Creme De Menthe Syrup
1 # 20 dipper of Vanilla Ice Cream
1 spoon chopped red cherries
1 #20 dipper Vanilla Ice Cream
Alternate Green and red Jelly strings around Ice Cream
Garnish with whipped cream and sprinkle with Silver Dragees

CHRISTMAS FOUNTAIN SPECIAL *(tulip glass)*

2 #20 dippers of Chocolate Ice Cream
Small portion of Special Christmas whipped cream dressing
Garnish with whipped cream and red and green cherries or red and green pineapple cubes.

CITRON *(tulip glass)*

1 #20 dipper Strawberry Ice Cream
1 #20 dipper Vanilla Ice Cream
Cover with a ladle of finely chopped good citron
Sprinkle with ground nuts and top with a red Cherry.

CLUB HOUSE TULIP *(tulip glass)*

½ oz. chocolate fudge
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. fruit salad.
Top with whipped cream. Garnish with a sprinkle of chopped Nuts.

CO-ED SPECIAL *(tulip glass)*

½ oz. chocolate topping
2 #20 dippers Vanilla Ice Cream
½ oz. chocolate topping
½ oz. marshmallow topping
4 slices of banana around the outside
Whipped cream and cherry.

COFFEE AND CREAM *(tulip glass)*

½ oz. coffee syrup
2 #20 dippers Coffee or Vanilla Ice Cream
1 oz. coffee syrup
Garnish with whipped cream and a cherry

COFFEE MAPLE NUT *(tulip glass)*

½ oz. maple syrup
2 #20 dippers Vanilla Ice Cream
½ oz. coffee syrup
½ oz. maple syrup
Whipped cream
Cherry
Garnish with black walnut pieces

COFFEE MAPLE PECAN *(crimp glass)*

½ oz. maple syrup
2 #20 dippers Coffee Ice Cream
1 oz. maple syrup
1 serving spoon salted pecans
Garnish with whipped cream.

COLD FUDGE BABY RUTH *(stem glass or paper service)*

1 #12 dipper of Vanilla Ice Cream
1 oz. Cold Fudge
1-cent Baby Ruth Bar
Garnish with whipped cream and a slice of the bar.

CRACKER-JILL *(crimp glass)*

½ oz. heavy chocolate topping
½ spoon of crackerjack
2 #20 dippers Vanilla Ice Cream
1 oz. chocolate topping
1 spoon crackerjack
Whipped cream and a Cherry.

CRANBERRY MARSHMALLOW *(tulip glass)*

½ oz. Cranberry Marshmallow
1 #20 dipper of Sherbet or Fruit Ice
1 #20 dipper of Vanilla Ice Cream
1 oz. of Cranberry Marshmallow
Garnish with a red cherry
NOTE: Cranberry Marshmallow is made by combining one part of Cranberry Salad with two parts of Marshmallow. Whip thoroughly together. Keep in a cool place.

CRANBERRY SALAD *(tulip glass)*

½ oz. Cranberry Salad
2 #20 dippers of Vanilla Ice Cream
1 oz. Cranberry Salad
Garnish with whipped cream and a cherry.

CUBED CANTALOUPE *(crimp glass)*

½ oz. Cubed Cantaloupe (sweetened)
2 #20 dippers Vanilla Ice Cream
1 oz. Cubed Cantaloupe
Garnish with whipped cream and a cherry

CRUSHED CHERRY *(tulip glass)*

½ oz. crushed cherries
2 #20 dippers Vanilla Ice Cream
1 oz. crushed cherries
Whipped cream and a cherry for garnish

DASDAE *(stem dish or paper service)*

1 #12 dipper Vanilla Ice Cream
Equal parts of fresh fruit as follows: blackberries, red raspberries, red cherries, sliced peaches.
Whipped cream
Garnish with a whole berry.

DATE CRUSH *(crimp glass)*

½ oz. date crush
1 #20 dipper Vanilla Ice Cream
½ oz. date crush
1 #20 dipper Vanilla Ice Cream
½ oz. date crush
Whipped cream
Red Cherry

DATE WALNUT *(tulip glass)*

½ oz. of Date Crush
2 #20 dippers of Black Walnut or Coffee Ice Cream
1 oz. of Date Crush
Garnish with whipped cream and a Red Pineapple Cube

DE MENTHE PINEAPPLE *(crimped glass)*

½ oz. Creme de Menthe Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. crushed pineapple
Top with whipped cream and garnish a pineapple cube.

DOUBLE FEATURE STRAWBERRY *(banana split dish)*

2 #20 dippers Strawberry or Vanilla Ice Cream (side by side)
1½ oz. Fresh Frozen or Preserved Strawberries over both molds
Whipped Cream between the 2 molds
Whole Strawberry on whipped cream

DOUBLE FUDGE *(tulip glass)*

2 #20 dippers of Chocolate Variegated Ice Cream
Garnish with whipped cream and a cherry
Serve with a pitcher of Hot or Cold Fudge

DOUBLE RASPBERRY *(crimp glass)*

½ oz. of Fresh Red Raspberry Topping
2 #20 dippers of Raspberry Ice Cream
1 oz. of Fresh Red Raspberry Topping
Garnish with whipped cream and a red cherry

DUSTY ROAD *(round sundae glass or paper service)*

1 #12 dipper Vanilla Ice Cream
1 oz. chocolate syrup
Powdered malted milk sprinkled over syrup
Garnish with a green pineapple cube

"EARLY BIRD" *(tulip glass)*

½ oz. butterscotch sauce
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Chocolate Ice Cream
1 oz. butterscotch sauce
Sprinkle with crushed grape nuts
Garnish with whipped cream and a cherry.

EGG NOG #1 *(tulip glass)*

½ oz. crushed pineapple
2 #20 dippers Egg Nog Ice Cream
1 oz. crushed pineapple.
Garnish with whipped cream and a cherry.

EGG NOG #2 *(crimp glass)*

½ oz. Egg Nog Topping
2 #20 dippers Nutted Ice Cream
1 oz. Egg Nog Topping
Garnish with whipped cream and red and green cherries

EGG NOG NUT *(tulip glass)*

½ oz. Butterscotch Topping
2 #20 dippers Egg Nog Ice Cream
1 oz. Butterscotch topping
Sprinkle with chopped nuts
Garnish with whipped cream
Top with red and green cherries

FIESTA *(round bowl dish)*

4 #30 dippers of Ice Cream (assorted flavors if desired)
Cover with Hot or Frozen Fudge.
Place a few Pecans on one side and a few Cashew Nuts on the other side
Garnish with whipped cream and a cherry

FLAG *(crimp or tulip glass)* **or CHERRY-BLUEBERRY**

½ oz. Marshmallow
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
2 soda spoons Crushed Red Maraschino Cherries on one side of dish
2 soda spoons of Fresh or Frozen Blueberries on other side of dish

FLORADORA *(tulip glass)*

½ oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Crushed Pineapple
Garnish with whipped cream and a cherry

FOUNTAIN SPECIAL *(tulip glass)*

½ oz. of Fountain Fruit Salad
1 #20 dipper Sherbet or Fruit Ice
1 #20 dipper of Vanilla Ice Cream
1 oz. Fountain Fruit Salad. Garnish with a Strawberry or cherry.

FOUR TOWER *(crimp glass)*

½ oz. Burgundy Cherries
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Chocolate Ice Cream
½ oz. Chocolate Sauce
½ oz. Marshmallow cream
Quarter whole bananas and stand upright around Ice Cream
Garnish with ground nuts, whipped cream and a cherry.

FRENCH NOUGAT *(tulip glass)*

½ oz. nougat creme
2 #20 dippers of Vanilla Ice Cream
1 oz. of Nougat Creme
6 Miniature Marshmallows
Sprinkle with red and green pineapple cubes and chopped nuts
Run a band of whipped cream around edge of tulip glass and garnish with a red cherry.

FRESH BLUEBERRY *(crimp glass)*

½ oz. Fresh Blueberries
2 #20 dippers of Vanilla Ice Cream
1 oz. Fresh Blueberries
Garnish with whipped cream—top with a blueberry.

FRESH FROZEN BLACKBERRY *(crimp glass)*

½ oz. Fresh Frozen Blackberries
2 #20 dippers Vanilla Ice Cream
1 oz. Fresh Frozen Blackberries
Garnish with whipped cream and a whole blackberry.

FRESH RASPBERRY BANANA *(stem dish or paper service)*

1 #12 dipper of Vanilla Ice Cream
1 oz. Fresh Raspberries
Decorate with Whipped Cream and lay sliced Banana around edge of dish. Top with a whole Raspberry.

FRESH STRAWBERRY MELBA *(round dish)*

1 oz. of crushed fresh sugared Strawberries
1 #16 dipper of fresh Strawberry Ice Cream
6 or 8 whole Fresh Strawberries
Garnish with Pink Whipped Cream and top with one whole Strawberry.

FRESH STRAWBERRY ORANGE DELIGHT *(stem dish or paper service)*

1 #16 dipper Orange Ice and Vanilla Ice Cream
1 oz. Fresh Strawberries
1 spoonful Whipped Cream
Garnish with whole Strawberry.

FROSTED FRUTTI *(tulip glass)*

½ oz. Fresh Fruit Salad
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Strawberry Sherbet or Fruit Ice
1 oz. Fresh Fruit Salad
Top with a soda spoon of Strawberry Sherbet or Fruit Ice and imbed a red cherry in the center.

FRUIT CAKE *(stem glass or paper service)*

Small bits of Fruit Cake
1 #16 dipper of Vanilla Ice Cream
Small bits of Fruit Cake
Garnish with whipped cream and chopped red and green cherries.

FRUIT COCKTAIL *(crimp glass)*

½ oz. fruit salad
2 #20 dippers Vanilla Ice Cream
1 oz. fruit salad
Top with whipped cream and a cherry.

FRUIT CUP *(round dish)*

5 banana slices
3 orange slices
1 #16 dipper Strawberry Ice Cream or other fruit Ice Cream
1 oz. of Orange syrup
Decorate with 2 banana slices and 2 orange slices.
Sprinkle with chopped nuts.

FRUIT SALAD MARSHMALLOW *(tulip glass)*

½ oz. fruit salad
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
½ oz. marshmallow
½ oz. fruit salad.
Top with whipped cream and a cherry.

FRUIT SALAD PECAN *(tulip glass)*

½ oz. fruit salad
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Strawberry Ice Cream
1 oz. fruit salad
Garnish with 4 or 5 pecan halves, a spiral of whipped cream and a cherry.

FRUIT TOWER *(bowl or plate)*

¼ brick of Ice Cream
Top with Fresh Fruit Salad and dot with whipped cream
NOTE: Cut quart brick in fours, use ¼ brick to a Sundae.

FRUIT WHIP *(tulip glass)*
½ oz. Fruit Whip Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Fruit Whip Topping
Garnish with whipped cream and a cherry.

FRUITED ALMOND *(crimp glass)*
½ oz. Crushed Pineapple
2 #20 dippers Burnt Almond Ice Cream
1 oz. Crushed Pineapple
Cover with ½ oz. sliced Almonds
Garnish with whipped cream and a cherry.

FRUITED PINEAPPLE *(tulip glass)*
½ oz. Crushed Pineapple
2 #20 dippers of Vanilla Ice Cream
1 oz. Crushed Pineapple.
Garnish with whipped cream and a Red Maraschino Cherry.

FRUITED STRAWBERRY *(tulip glass)*
½ oz. Crushed Strawberries
2 dippers Vanilla Ice Cream
1 oz. of Crushed Strawberries
Top with a Whipped Cream Ring and one whole Strawberry.

FUDGY COCONUT *(crimp glass)*
½ oz. hot fudge
2 #20 dippers Vanilla Ice Cream
Browned coconut sprinkled over all
Top with whipped cream and a cherry
Browned or toasted coconut is made by placing shredded coconut in a pie tin and putting in a moderate oven. When the coconut is slightly brown on top, shake so as to turn the coconut over. An uneven brown throughout is desirable—some of the coconut dark, some light, and some nearly white.

FUDGE MALLOW *(crimp glass)*
½ oz. Fudge Mallow Sauce
2 #20 dippers Butterscotch Ice Cream
1 oz. Fudge Mallow Sauce
Top with whipped cream and cherry
NOTE: Fudge Mallow Sauce is made by blending together two portions of Chocolate Fudge to one portion Marshmallow. Place in the Fudge warmer and serve hot.

FUDGE MALLOW "VARIGAY" *(crimp glass)*
2 #20 dippers of Chocolate Variegated Ice Cream
1 oz. of Marshmallow Topping
Garnish with whipped cream, chopped Pecans and Chocolate Shot.

FUDGY MARSHMALLOW *(tulip glass)*
½ oz. marshmallow
2 #20 dippers of chocolate ice cream
1 oz. marshmallow
Half an envelope of hot chocolate powder
Whipped cream and a Cherry.

FUDGE OVALTINE *(round flat bottom dish)*
1 #30 dipper Vanilla Ice Cream
1 #30 dipper Chocolate Ice Cream
1 #30 dipper Strawberry Ice Cream
On top of Ice Cream place another 1 #30 dipper of Vanilla, Chocolate or Strawberry Ice Cream
1 oz. of Hot Chocolate Fudge or Cold Chocolate Fudge
1 tablespoon of Ovaltine
Garnish with whipped cream and a cherry.

FUDGE PECAN *(tulip glass)*
½ oz. chocolate fudge
2 #20 dippers Chocolate Ice Cream
1 oz. chocolate fudge
5 pecan halves
Garnish with whipped cream

GEORGIA PEACH *(crimp glass)*
½ oz. of Crushed Peaches
2 #20 dippers of Vanilla Ice Cream
1 oz. Crushed Peaches
Garnish with whipped cream and a peach slice

GINGER ALMOND FUDGE *(round dish or paper service)*
1 #10 dipper of Chocolate Ice Cream
1 oz. of Chocolate Fudge
Thin slices of preserved ginger
Garnish with whipped cream and Salted Almonds.

GINGER PEAR *(round sundae dish)*
Half Bartlet pear
Top with a #12 dipper Vanilla Ice Cream
Cover with ginger nut mixture
Garnish with whipped cream and a gingersnap.
NOTE: Ginger nut mixture is made by combining chopped walnut meats in syrup and chopped preserved ginger. Blend thoroughly. Be sure the ginger is cut quite fine.

GOLDEN WEST *(crimp glass)*
½ oz. Orange Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Crushed Pineapple
Garnish with whipped cream and a Green Cherry.

GRAPEFRUIT CONDE
Half Grapefruit
Top with 1 dipper Orange Sherbet
Surround Sherbet with White Grapes, Red and Green Cherries, or Red and Green Pineapple Cubes
Top sherbet with a white grape
Trickle small quantity of Grenadine Syrup around top of Grapefruit.

GRAPE MELBA *(crimp or tulip glass)*
½ oz. White Seedless Grapes
2 #20 dippers Vanilla Ice Cream
1 oz. Melba Sauce
1 soda spoon of White Seedless Grapes over Melba Sauce
Top with whipped cream and garnish with a Blue Grape.

GUAVA JELLY NUT NEWPORT *(crimped glass)*
½ oz. Guava Jelly
1 #20 dipper of Vanilla Ice Cream
½ oz. Guava Jelly and a few chopped nuts
1 #20 dipper Vanilla Ice Cream, ½ oz. Guava Jelly, a portion of black walnut meats.
Top with whipped cream through the pastry tube and garnish with a red or green Maraschino Cherry.

HALF AND HALF *(crimp glass)*
½ oz. chocolate fudge
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. chocolate fudge
Garnish with whipped cream, decorate with chocolate shot.

HALF 'N' HALF or STRAWBERRY FROSTY *(crimp glass)*
½ oz. Marshmallow
1 #20 dipper of Strawberry Ice Cream
1 #20 dipper of Strawberry Fruit Sherbet or Fruit Ice
Top with one ounce Marshmallow
Garnish with a Strawberry or a spoon of crushed Strawberries.

HALF 'N' HALF SUNDAE or ORANGE PINEAPPLE *(tulip glass)*
½ oz. Crushed Pineapple
1 #20 dipper of Orange Fruit Ice or Sherbet
1 #20 dipper of Vanilla Ice Cream
1 oz. of crushed pineapple
Garnish with whipped cream and a whole Maraschino Cherry.

HALLOWEEN *(tulip glass)*
½ oz. chocolate sauce
2#20 dippers Vanilla Ice Cream
1 oz. chocolate sauce
Whipped cream
Candy corn kernels
Cherry

HARVEST *(crimped glass)*
½ oz. nuts in syrup
2 #20 dippers Peach Ice Cream
1 oz. nuts in syrup
Top with whipped cream and garnish with a piece of fresh or preserved peach.

HAWAIIAN SPECIAL *(tulip glass)*
½ oz. Pure Grape Juice
2 #20 dippers of Ice Cream (Vanilla or Fruited)
1 oz. of Crushed Pineapple
1 soda spoon Pure Grape Juice
Garnish with whipped cream and a red cherry or a red Pineapple cube.

HAWAIIAN SUNSET *(tulip glass)*

½ oz. crushed pineapple
2 #20 dippers Vanilla Ice Cream
½ oz. crushed pineapple
½ oz. walnuts in syrup
Top with whipped cream.

HAWAIIAN TULIP *(crimp glass)*

1 soda spoon Crushed Cherries
1 #20 dipper of Chocolate Ice Cream
½ oz. of Crushed Pineapple
1 #20 dipper of Vanilla Ice Cream
Over this pour 1 oz. Swiss Milk Chocolate Topping
Garnish with whipped cream and a red cherry

HOLIDAY *(crimp glass)*

½ oz. crushed pineapple
2 #20 dippers Egg Nog Ice Cream
1 oz. crushed pineapple
1 soda spoon chopped cherries (sprinkle over all)
1 soda spoon chopped nuts (over all)
Garnish with whipped cream and a cherry.

HONEY DU DO *(banana split dish)*

1 #20 dipper Vanilla Ice Cream
1 #20 dipper Banana Ice Cream
2 Honey Dew Melon Strips—5" x 1" (one on each side of dish)
Lemon Juice sprinkled over melon
Garnish with Queen Anne Cherries
Sprig Fresh Mint across top

HOT BUTTERSCOTCH NUT *(tulip glass)*

½ ounce hot butterscotch fudge
2 #20 dippers Vanilla Ice Cream
1 oz. hot butterscotch fudge
Chopped mixed nuts (sprinkled over all)
Whipped Cream. Whole cherry.

HOT CARAMEL CRUNCH *(tulip glass)*

½ oz. of Hot Caramel Sauce
2 #20 dippers of Nut Ice Cream
1 oz. of Hot Caramel Sauce
Top with Ground Peanut Brittle
Garnish with whipped cream and a cherry.

HOT CHERRY *(tulip glass)*

½ oz. hot cherry sauce
2 #20 dippers Vanilla Ice Cream
1 oz. Hot Cherry Sauce
Garnish with whipped cream and a red cherry.

HOT FUDGE *(tulip glass)*

½ oz. Hot Fudge
2 #20 dippers Vanilla Ice Cream
1 oz. Hot Fudge
Garnish with Whipped Cream and a cherry.

HOT FUDGE NUT *(tulip glass)*

½ oz. Hot Fudge
2 #20 dippers Vanilla Ice Cream
1 oz. hot fudge
1 Sodaspoon Chopped Nuts, sprinkled over all
Garnish with Whipped Cream and a Cherry.

HOT FUDGE PEANUT *(tulip glass)*

½ oz. hot fudge
2 #20 dippers Vanilla Ice Cream
1 oz. Hot Fudge sprinkle with a generous portion of Salted Peanuts

HOT FUDGE PEP *(tulip glass)*

½ oz. hot fudge
2 #20 dippers Mint stick Ice Cream
1 oz. Hot fudge
Top with whipped cream, and garnish with a piece of peppermint stick candy.

HOT FUDGE RAISIN CLUSTER *(tulip glass)*

½ oz. Fudge Raisin Mixture
2 #20 dippers of Vanilla Ice Cream
1 oz. Fudge Raisin Mixture
Decorate with whipped Cream and top with a Red Cherry.
NOTE: Fudge Raisin Mixture: Into the equivalent of a cup of Hot Fudge, add 1/3 cup Seedless Raisins. Keep in Fudge Warmer.

HOT FUDGE VALENTINE *(tulip glass)*

½ oz. Hot Chocolate Fudge
1 #20 dipper Strawberry Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. Chocolate Fudge
Garnish with whipped cream and a cherry
Decorate with candy hearts
NOTE: Give a small, inexpensive Valentine with each Sundae.

HOT HONEY WHIP *(tulip glass)*

½ oz. hot honey whip
2 #20 dippers Vanilla Ice Cream
1 oz. hot honey whip
Top with Whipped Cream and Cherry.

HOT NUTTY RUM *(tulip glass)*

½ oz. Hot Rum Nut Sauce
2 #20 dippers Vanilla Ice Cream
1 oz. Hot Rum Nut Sauce
Garnish with Marshmallow and a Cherry.

HOT PEANUT MALTED FUDGE *(crimp glass)*

½ oz. Hot Peanut Fudge
2 #20 dippers of Vanilla Ice Cream
1 oz. of Peanut Fudge
Decorate with malted milk powder, and top with a red cherry
NOTE: Peanut Fudge — To three parts of Chocolate Fudge, add 1 part peanut butter. Mix thoroughly and heat in fudge warmer.

JUNE BRIDE *(tulip glass)*

½ oz. of Crushed Strawberries
2 #20 dippers of Chocolate Ice Cream
½ oz. of Marshmallow
½ oz. of Strawberry Fruit
Garnish with Chopped Walnuts
Decorate with whipped cream and a Cherry.

KIDDIE *(cereal dish)*

2 #20 dippers Vanilla Ice Cream placed close together
Indent tops. Insert crushed strawberries in each.
A small mound of wheaties on each side of the ice cream and wheaties over the top
Garnish with whipped cream and a Red Cherry.

KRISPY MARSHMALLOW *(tulip glass)*

1 Spoon Marshmallow Topping
2 #20 dippers of Fruited Ice Cream
Cover with 1 oz. Marshmallow and a generous spoon of Rice Crispies.

LAVENDER LADY *(tulip glass)*

½ oz. "Lavender Lady" Topping
2 #20 dippers of Vanilla Ice Cream
1 oz. "Lavender Lady" Topping
Garnish in stripes from center with whipped cream and top with a Green Cherry or Green Pineapple Cube.
NOTE: Lavender Lady Topping—To a quart of Marshmallow Creme, add a pint of Crushed Raspberries. Whip together until smooth and well blended.

LEGIONNAIRE *(crimp glass)*

½ oz. Fruit Salad
2 #20 dippers Chocolate Ice Cream
1 oz. Marshmallow
Garnish with four Pecan Halves and a Cherry.

LITTLE GIRL *(crimp glass)*

½ oz chocolate topping
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. chocolate topping
Whipped cream
Top with sugared, spiced candies.

LOG CABIN *(round dish)*

½ pint of brick Vanilla Ice Cream
Fill center of Ice Cream with Hot or Cold Heavy Chocolate Fudge
Cover generously with salted Cashew Nuts
Surround Ice Cream with Salted Pretzel sticks.

LORNA DOONE *(tulip glass)*

2 #20 dippers Butter Pecan Ice Cream
1 generous spoon crumbled Lorna Doone wafers
Top with whipped cream and a Cherry.

MACADAMIA NUT *(tulip glass)*

½ oz. Marshmallow Sauce
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow Sauce
Several Hawaiian Macadamia Nuts.

MALLOW ALMOND *(crimp glass)*

½ oz. of Coffee Flavored Marshmallow
1 #20 dipper of Chocolate Ice Cream
1 #20 dipper of Vanilla Ice Cream
1 oz. of Coffee Flavored Marshmallow
Cover with about 6 Crisp Salted Almonds, and garnish with whipped Cream and a Green Cherry.

MAPLE-MALLOW *(stem glass or paper service)*

1 #12 dipper of Vanilla Ice Cream
Cover with 1 oz. of Maple Marshmallow Sauce
Surround with 6 English Walnut Halves
Garnish with whipped cream
Imbed a small piece of Swiss Milk Chocolate into the Whipped Cream.

MAPLE PINEAPPLE NUT *(tulip glass)*

½ oz. maple syrup
2 #20 dippers Vanilla Ice Cream
1 oz. crushed pineapple
1 soda spoon chopped nuts (over all)
Garnish with whipped cream and a pineapple cube.

MAPLE WALNUT *(tulip glass)*

½ oz. Maple Walnuts
2 #20 dippers of Vanilla Ice Cream
1 oz. Maple Walnuts
Decorate with whipped cream. Top with a cherry.

MAPLE WALNUT BON BON *(crimp or tulip glass)*

½ oz. Maple Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Maple Syrup
3 or 4 English Walnut halves
Garnish with whipped cream and a Maple Walnut Chocolate Cream or Bon Bon.

MARASCHINO BANANA *(tulip glass)*

½ oz. Maraschino Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Maraschino Syrup
Surround with 5 or 6 slices of banana and 3 Maraschino cherries
Garnish with whipped cream and decorate with a Maraschino cherry.

MARMALADE-CHERRY *(crimp glass)*

½ oz. of Marmalade Cherry Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Marmalade Cherry Topping
Garnish with whipped cream and a whole cherry.

MARSHMALLOW PECAN *(tulip glass)*

½ oz. Marshmallow topping
2 #20 dippers Butter Pecan Ice Cream
1 oz. Marshmallow
Top with a whole Maraschino cherry.

MARSHMALLOW PINEAPPLE *(tulip glass)*

(For holiday selling)
½ oz. Marshmallow topping
2 #20 dippers Vanilla Ice Cream
1 oz. Marshallow topping
Cover with red and green pineapple cubes
Garnish with whipped cream and top with a cube of red pineapple.

MELBA PEACH *(tulip glass)*

½ oz. peach or grenadine syrup
1 #20 dipper Strawberry Ice Cream
1 #20 dipper Vanilla Ice Cream
Surround with small ladle of sliced peaches. Cover with peach syrup and chopped nuts. Garnish with whipped cream and a peach slice.

MILADY *(tulip glass)*

½ oz. crushed pineapple
2 #20 dippers Vanilla Ice Cream
1 oz. crushed strawberries
Whipped cream and a Cherry.
NOTE: This sundae may be further glamorized by placing the finished sundae on a square piece of colored cellophane. Pick up the four corners of the cellophane and push to the side of the glass. Snap a rubber band around the stem of glass.

HOT MINCE *(tulip glass)*

½ oz. hot mincemeat
2 #20 dippers Vanilla Ice Cream
1 oz. hot mincemeat
Whipped cream and a Cherry.

MINT STICK CHOCOLATE *(round bowl, stem dish or paper service)*

1 #12 dipper of Peppermint Stick Ice Cream
1 oz. heavy Chocolate Sauce
Decorate with four Green Mint Sticks (with cherry between each stick)
Garnish with one cherry.

MINTED MARSHMALLOW *(crimp glass)*

½ oz. Minted Marshmallow Sauce
2 #20 dippers Vanilla Ice Cream
1 oz. Minted Marshmallow
Sprinkle with chopped nuts
Garnish with a green cherry
NOTE: Minted Marshmallow is prepared by adding one part creme de menthe syrup to three parts marshmallow creme. Whip thoroughly until smoothly blended, the color uniform. Place in a fruit jar or covered bowl at fountain.

MONTE CRISTO *(tulip glass)*

½ oz. Caramel Sauce
2 #20 dippers Toasted Almond Ice Cream
1 oz. of Caramel Sauce
1 spoon salted Cashew Nuts
Garnish with whipped cream and top with Chocolate Shot.

MYSTERY *(crimp glass)*

½ oz. of Blueberries
1 #20 dipper of Vanilla Ice Cream
½ oz. of Blueberries
1 #20 dipper of Chocolate Ice Cream
½ oz. Marshmallow
Garnish with Pecan Halves and whole Maraschino Cherries.

NABISCO CHRISTMAS *(stem glass or paper service)*

1 #16 dipper of Egg Nog, Rum Bisque or Plum Pudding Ice Cream
Place on Nabisco wafer on each side of the Ice Cream

NINETEENTH HOLE *(tulip glass)*

½ oz. crushed green pineapple or green pineapple dicettes
2 #20 dippers Chocolate Ice Cream
1 oz. Marshmallow
Whipped cream and a Cherry.

NUT MALLOW *(tulip glass)*

½ oz. Marshmallow
2 #20 dippers Chocolate Ice Cream
1 oz. Marshmallow Topping
Sprinkle generously with chopped nuts, top with a cherry.

NUT-SALAD *(round dish or paper service)*

1 #12 dipper of Vanilla, Maple, or Coffee Ice Cream
1 oz. of nut salad
Whipped cream
Garnish with a whole nut
NOTE: For nut salad, use equal portions pecan meats, brazil nuts, filberts, cashews, black walnuts, and blanched almonds. Cover with a heavy quality maple or butterscotch syrup. Mix thoroughly.

NUTTY BITTERSWEET *(tulip glass)*

½ oz. Bittersweet Chocolate Fudge
2 #20 dippers Nutted Ice Cream
1 oz. Bittersweet Chocolate Fudge
Salted cashew nuts
Garnish with a red cherry.

NUTTY CHRISTMAS *(round dish or paper service)*

1 #12 dipper Vanilla Ice Cream
1 oz. hot fudge
Whole or half cashews, salted almonds, pecans, walnuts, and black walnuts.
Top with whipped cream.

"NUTTY DATE" ***(stem glass or paper service)***

1 #16 dipper of Vanilla Ice Cream
1 oz. of Brandi-Peach Topping
Border of whipped cream around edge of dish. Place a date on each side and English Walnut halves between each date
Place a whole cherry in the center.

OH-OH-ORANGE ***(tulip glass)***

½ oz. Orange syrup
2 #20 dippers Vanilla Ice Cream
Cover with 5 segments of orange
1 oz. Orange syrup
Top with Whipped Cream.

OLD CRUNCHY ***(tulip glass)***

½ oz. of Butterscotch Topping
1 #20 dipper of Pecan Crunch Ice Cream
1 #20 dipper of Chocolate Ice Cream
1 oz. of Butterscotch Topping
Decorate with whipped cream and chopped nuts.

OLD TIMER ***(tulip glass)***

¾ oz. of crushed Strawberries
2 #20 dippers of Peppermint Stick Ice Cream
¾ oz. of crushed Pineapple
Garnish with whipped cream
Serve wafers on the side.

ORANGE AMBROSIA ***(round dish)***

3 slices of Orange
Powdered Sugar (sprinkled over orange)
Shredded Coconut (sprinkled over orange)
1 #16 dipper of Vanilla Ice Cream
Top with whipped cream and lightly sprinkle with orange syrup.
Decorate with cherry.

ORANGE-BLUEBERRY ***(tulip glass)***

½ oz. Blueberries
2 #20 dippers Vanilla Ice Cream
Surround with orange sections pointed from the edge of the glass toward center of Ice Cream. Put Blueberries between orange slices.
Top with whipped cream and a piece of orange or candied orange peel.

ORANGE BUDGET ***(small tulip glass)***

½ oz. Orange syrup
1 #16 dipper Vanilla Ice Cream
½ oz. Orange syrup
Garnish with whipped cream and a cherry.

ORANGE PINEAPPLE ***(crimp glass)***

½ oz. Orange Pineapple Topping
1 #20 dipper of Pineapple Ice Cream
½ oz. Orange Pineapple Topping
1 #20 dipper Pineapple Ice Cream
½ oz. Orange Pineapple Topping
Whipped Cream
Garnish with a whole Red Cherry.

ORANGE PINEAPPLE CHOCOLATE ***(tulip glass)***

½ oz. Chocolate Topping
2 #20 dippers Orange Pineapple Ice Cream
1 oz. Chocolate Topping
Garnish with Whipped Cream and ½ Maraschino Cherry

PEACH BERRY ***(tulip glass)***

1 #20 dipper Vanilla Ice Cream
Peach half, cavity side up
Crushed strawberries in the cavity
1 #20 dipper Vanilla Ice Cream
½ oz. of crushed strawberries
Garnish with sliced peaches
Whipped cream
Sprinkle with shredded coconut.

PEACH-BERRY-BISCO ***(small tulip glass or paper service)***

5 or 6 Nabisco wafers surrounding Ice Cream
1 #12 dipper of Peach Ice Cream
½ oz. of crushed strawberries (over all)
Top with a spiral of whipped cream

PEACH CAKE ***(round dish)***

3 squares or rounds of thin layers sponge or plain butter cake
Top with a good size portion of Ice Cream (Vanilla or Peach)
Surround with generous helping of sliced peaches
Top with Whipped Cream.

PEACHY PEACH ***(paper sundae cup)***

½ peach
1 #16 dipper of Peach or Vanilla Ice Cream
Cover with peach melba sauce,
Garnish with whipped cream and red Cherry.

PEANUT BRITTLE SUNDAE ***(crimped dish)***

½ oz. crumbled Peanut Brittle
2 #20 dippers Vanilla Ice Cream
Cover with 1 oz. crumbled Peanut Brittle

PEANUT-LASSES ***(tulip glass)***

½ oz. Peanut-'lasses Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Peanut-'lasses Topping
Garnish with Whipped Cream and Cherry

PECAN MALLOW ***(crimp glass)***

½ oz. Marshmallow
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
1 serving spoon salted Pecans
Garnish with Whipped Cream

PEPPERMINT MARSHMALLOW ***(junior crimp dish or paper service)***

1 #16 dipper Peppermint Stick Ice Cream
Top with 1 oz. Vanilla Marshmallow

PIKE'S PEAK ***(crimp dish)***

½ oz. Chocolate Syrup
2 #20 dippers Chocolate Ice Cream
1 oz. Chocolate Syrup
Cover with shredded coconut. Top with whipped cream and a cherry.

PINE-A-BRITTLE ***(tulip glass)***

½ oz. Pineapple-Peanut Brittle Mixture
2 #20 dippers Vanilla Ice Cream
1 oz. Pineapple-Peanut Brittle Topping
Whipped Cream, Cherry

PINEAPPLE ***(crimp glass)***

½ oz. crushed pineapple
2 #20 dippers Vanilla Ice Cream
1 oz. crushed pineapple
Whipped Cream and a red cherry.

PINEAPPLE BOAT ***(in split dish)***

2 Pineapple Spears—one on each side of dish
3 #30 dippers Vanilla Ice Cream
1 oz. Crushed Pineapple divided between center and end molds
Whipped Cream on each mold
Red Pineapple Cubes to top each end mold
Green Cherry to top center mold

PINEAPPLE BOUQUET ***(ice cream bowl or round glass dish)***

1 Pineapple Ring
1 #30 dipper Vanilla Ice Cream
1 #30 dipper Strawberry Ice Cream
1 #30 dipper Chocolate Ice Cream
1 oz. crushed Pineapple (between molds)
1 soda spoon chopped Nuts over all
Garnish with Whipped Cream and Cherry

PINEAPPLE BUDGET ***(junior tulip glass)***

½ oz. crushed Pineapple
1 #16 dipper Vanilla Ice Cream
½ oz. crushed Pineapple
Garnish with Whipped Cream and a Cherry

PINEAPPLE CHERRY ***(crimp glass)***

½ oz. crushed Pineapple
2 #20 dippers Vanilla Ice Cream
1 oz. sliced Burgundy Cherries
Garnish with Whipped Cream and a Green Cherry

PINEAPPLE COMPOTE ***(round dish or ice cream bowl)***

1 slice Pineapple
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Pineapple Sherbet
1 oz. crushed Pineapple (between molds)
Sprinkle with Ground Nuts
Garnish with Whipped Cream

PINEAPPLE EGG NOG *(crimp glass)*

½ oz. Pineapple Dicettes
1 #20 dipper Egg Nog or special Christmas Ice Cream
½ oz. chopped Red Cherries
1 #20 dipper Egg Nog or special Christmas Ice Cream
½ oz. Green Pineapple Dicettes
Garnish with Whipped Cream and a Cherry

PINEAPPLE NOUGAT *(tulip glass)*

½ oz. Nougat Creme Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Nougat Creme Topping
Red and Green Pineapple Cubes
Garnish with Whipped Cream and a Red Cherry

PINEAPPLE PEAR *(tulip glass)*

½ oz. Pear-Pineapple combination
2 #20 dippers Vanilla Ice Cream
1 oz. Pear-Pineapple combination
Garnish with a very small amount of Whipped Cream and a Pineapple Tidbit

PINEAPPLE PECAN *(tulip glass)*

½ oz. crushed Pineapple
2 #20 dippers Buttered Pecan Ice Cream
1 oz. crushed Pineapple
Whipped Cream
Garnish with Pecan Halves

PINEAPPLE RASPBERRY *(crimp glass)*

½ oz. crushed Pineapple
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Red Raspberries
1 #20 dipper Vanilla Ice Cream
1 soda spoon crushed Pineapple on one side
1 soda spoon crushed Red Raspberries on other side
Top with Whipped Cream

PINEAPPLE RING *(round ice cream bowl)*

1 Pineapple Ring
1 #16 dipper Vanilla Ice Cream
1 oz. Butterscotch Topping
1 soda spoon finely chopped Nuts
Garnish with Whipped Cream
Top with whole Brazil Nut or Cherry

PINEAPPLE SPEAR

2 Pineapple Spears in bottom of banana split dish
1 #20 dipper Vanilla Ice Cream
1 #20 dipper Strawberry Ice Cream
½ oz. chocolate sauce over Vanilla Ice Cream
½ oz. Crushed Pineapple over Strawberry Ice Cream
Whipped Cream between molds
Salted Cashew Nuts sprinkled over all
Cherry—garnish on whipped cream

"PLUM NUTS"

Into a banana split dish, put two No. 24 dippers of Butter Pecan Ice Cream. Between each scoop of Ice Cream and at each end, place a whole fresh canned plum. Sprinkle with chopped nuts. Garnish center with whipped cream and green cherry.

POUND CAKE *(on a plate)*

1 slice toasted Pound Cake
1 #20 dipper Ice Cream (any flavor desired)
½ oz. crushed Strawberries
Top with Whipped Cream

POWDER PUFF *(crimp glass)*

½ oz. Marshmallow
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow
1 whole white Marshmallow
NOTE: A small inexpensive powder puff can easily be given away with this sundae.

PRALINE PECAN *(silver dish)*

1 #12 dipper Vanilla Ice Cream
Whipped Cream
Cover with broken Pralines (½ praline to a sundae)

RAINBOW TULIP *(tulip glass)*

½ oz. Mint Syrup
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Strawberries
1 soda spoon chopped Nuts
1 #20 dipper Orange Sherbet
Top with Whipped Cream and a Cherry

RASPBERRY *(tulip glass)*

½ oz. Black Seedless Raspberries
2 #20 dippers Vanilla Ice Cream
1 oz. Black Seedless Raspberries (over Ice Cream)
Decorate with Whipped Cream

RASPBERRY-BANANA *(round dish or paper service)*

1 #10 dipper Vanilla Ice Cream
1 oz. fresh Raspberries
Sliced Bananas around edge of dish
Garnish with Whipped Cream and a whole Raspberry

RASPBERRY HALF 'N HALF *(tulip glass)*

½ oz. Seedless Black Raspberries
½ oz. Grape Nuts
1 #20 dipper Vanilla Ice Cream
1 #20 dipper of Raspberry Sherbet
Cover with 1 oz. Raspberries
Top with Marshmallow

RASPBERRY NUT DELIGHT *(crimp glass)*

½ oz. Marshmallow
2 #20 dippers variegated Raspberry Ice Cream
½ oz. Marshmallow
4 whole Brazil Nuts
NOTE: Only 1 oz. of topping used for this sundae, due to use of variegated Ice Cream.

RED RASPBERRY *(tulip glass)*

½ oz. crushed Red Raspberries
2 #20 dippers Vanilla Ice Cream
1 oz. crushed Red Raspberries
Whipped Cream and a Cherry or a whole Red Raspberry

RED RASPBERRY SURPRISE *(tulip glass)*

½ oz. Red Raspberries
1 #20 dipper Raspberry Sherbet (or Orange Sherbet)
1 #20 dipper Vanilla Ice Cream
1 oz. Red Raspberries
Garnish with Whipped Cream

RUBY ROSETTE *(tulip glass)*

½ oz. Red Cherry Syrup
2 #20 dippers Vanilla Ice Cream
Border of Whipped Cream
7 red whole Maraschino Cherries (embedded in whipped cream)
Garnish with one red Maraschino Cherry

SAN DIEGO *(tulip glass)*

2 #20 dippers Coconut Ice Cream
4 or 5 Orange Slices
Garnish with Whipped Cream and a Red Cherry

SAUCY APPLE *(crimp sundae dish)*

½ oz. Apple Sauce
2 #20 scoops Vanilla Ice Cream
1 oz. Apple Sauce
Whipped Cream
Sprinkle with Cinnamon

SCHOOL DAYS *(junior glass or paper service)*

1 #16 dipper Vanilla Ice Cream
1 oz. Chocolate Sauce (over all)
Salted Spanish Peanuts (over all)

SCOTCH LASSIE OR CHOCOLATE SCOTCH *(tulip glass)*

½ oz. Butterscotch Topping
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. Butterscotch Topping
Top with Whipped Cream, and garnish with a Cherry

SCOTCH VANILLA *(tulip glass)*

½ oz. Butterscotch Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Butterscotch Topping
1 crumbled Vanilla Wafer
1 soda spoon Whipped Cream
1 Maraschino Cherry

SCOTCHY-CRISPY *(junior sundae glass or paper service)*

1 #16 dipper Butterscotch Ice Cream
3 soda spoons of Rice Crispies
Sprinkle Rice Crispies over all

SCOTCHY-RY *(tulip glass)*

½ oz. Butterscotch Topping
2 #20 dippers Buttercrunch or Butter Pecan Ice Cream
1 oz. Butterscotch Topping
Decorate with whipped cream and top with 3 soda spoons puffed rice and a red cherry.

SHAMROCK SPECIAL *(tulip glass)*

½ oz. Green Pineapple Dicettes
2 #20 scoops Vanilla Ice Cream
1 oz. Green Pineapple Dicettes
Garnish with Whipped Cream topped with a Green Cherry

SHAMROCK TULIP *(tulip glass)*

½ oz. Creme de Menthe Syrup
or
½ oz. Green Pineapple Dicettes
2 #20 dippers Vanilla Ice Cream
Whipped cream bordering the top layer. In this imbed 7 green maraschino cherries. Center an eighth cherry in the whipped cream.

SILVA SPOONE *(tulip glass)*

½ oz. Silva Spoone Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Silva Spoone Marshmallow Topping
Black Walnut Meats sprinkled over all
Garnish with Whipped Cream and a red Maraschino Cherry

SLICED PINEAPPLE *(round stem glass)*

1 #12 dipper Vanilla Ice Cream
1 slice Pineapple, cut in four pieces (over Ice Cream)
Garnish with Whipped Cream and a Pineapple Cube

SNOWBALL *(round dish)*

1 #12 dipper Vanilla Ice Cream
1 oz. Marshmallow
Shredded Coconut over all
Garnish with Whipped Cream and a Cherry

SNOW CAP *(crimp glass)*

½ oz. Marshmallow Topping
2 #20 dippers Chocolate Ice Cream
1 oz. Marshmallow Topping
Top with Whipped Cream and a Red Cherry

SNOWWHITE *(crimp sundae dish)*

½ oz. Marshmallow Cream
Small amount of shredded Coconut
2 #20 dippers Vanilla Ice Cream
1 oz. Marshmallow Cream
Cover with shredded Coconut
Garnish with a Red Cherry

SOAP BOX DERBY *(banana split dish)*

2 #20 dippers Chocolate Ice Cream
Cover Ice Cream with Marshmallow
On sides of the Ice Cream place four round chocolate discs to represent wheels, one on the one dipper of Ice Cream to represent the steering wheel and one disc to represent spare tire.

NOTE: The chocolate discs, if you do not have them, can be purchased at almost any candy counter. They are called nonpareils.

SOUR CHERRY *(tulip glass)*

½ oz. Red Pitted Cherries
2 #20 dippers Vanilla Ice Cream
1 oz. Red Pitted Cherries
Garnish with Whipped Cream and top with a whole Green Maraschino Cherry

SPICED NUTTED CHOCOLATE BON BON *(tulip glass)*

½ oz. heavy Chocolate Syrup
2 #20 dippers Chocolate Ice Cream
1 oz. heavy Chocolate Sauce, over which place assorted spiced, glazed, roasted Nuts
Garnish with Whipped Cream and Cherry

ST. PAT'S SURPRISE *(tulip glass)*

Slice of Pear
Slice of Mint Jelly
2 #20 dippers Vanilla Ice Cream
½ oz. Mint Syrup
Whipped Cream
Green Cherry

STRAWANNA *(tulip glass)*

½ oz. crushed Strawberries
1 #20 dipper Strawberry Ice Cream
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Strawberries
Banana rosette around the edge
Top with Whipped Cream and a whole Strawberry

STRAWBERRY *(tulip glass)*

½ oz. crushed fresh Strawberries
2 #20 dippers Vanilla Ice Cream
1 oz. crushed Strawberries
Whipped Cream and a whole Strawberry

FRESH STRAWBERRY *(tulip glass)*

½ oz. Fresh Strawberry Topping
2 #20 dippers Fresh Strawberry Ice Cream
1 oz. Fresh Strawberry Topping
Top with soda spoon Vanilla Ice Cream and a whole ripe Strawberry

STRAWBERRY BUTTERSCOTCH *(tulip glass)*

½ oz. Butterscotch Topping
2 #20 dippers Strawberry Ice Cream
1 oz. Butterscotch Topping
Garnish with a Cherry
NOTE: Either hot or cold butterscotch may be used for this sundae.

STRAWBERRY CARAMEL *(tulip glass)*

½ oz. Caramel Fudge
1 #20 dipper Strawberry Fruit Ice or Sherbet
1 #20 dipper Vanilla Ice Cream
Cover with 1 oz. Caramel Fudge
Garnish with a whole Maraschino Cherry

STRAWBERRY HAWAIIAN *(crimp glass)*

1 #20 dipper Strawberry Ice Cream
¾ oz. crushed Strawberries
1 #20 dipper Vanilla Ice Cream
¾ oz. crushed Pineapple
Garnish with Whipped Cream and a Candy Heart

STRAWBERRY MELBA *(tulip glass)*

½ oz. fresh sugared Strawberries
2 #20 dippers Fresh Strawberry Ice Cream
6 or 7 whole Berries surrounding top mold of Ice Cream
Pink Whipped Cream
Garnish with one whole Strawberry

STRAWBERRY NEWPORT

1 Soda spoon Whipped Cream
½ ladle Fresh Strawberries
1 large dipper Vanilla Ice Cream
Cover generously with Fresh Strawberries
Garnish with whipped cream and a whole Strawberry
Place two nabisco wafers, partly submerged into dish.

STRAWBERRY PINEAPPLE *(crimp glass)*

½ oz. Green Pineapple Dicettes
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Pineapple
1 #20 dipper Strawberry Ice Cream
½ oz. crushed Strawberries
Run whipped cream through the center on top. In the center of the whipped cream, set a natural color pineapple cube. On one end, a green whole cherry; on the other end, a red whole cherry.

STRAWBERRY TOASTED PECAN *(tulip glass)*

½ oz. crushed Strawberries
2 #20 dippers Vanilla Ice Cream
1 oz. crushed Strawberries
Top with Whipped Cream and a generous spoon of Toasted Pecans

STRAWBERRY SYRUP *(junior sundae dish or paper service)*

1 #12 dipper Vanilla Ice Cream
Cover with 1 oz. Strawberry Syrup
Garnish with one whole Strawberry

"SUGAR AND SPICE" *(crimp glass)*

½ oz. Maple Syrup
2 #20 dippers Maple Nut Ice Cream
1 oz. Maple Syrup
Top with Whipped Cream
Garnish with Pecan Half

SWEET CHERRY *(tulip glass)*

½ oz. Cherry Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Cherry Syrup
4 halves of Bing or Sweet Cherries
Garnish with a spoon of Cherry Ice Cream or Cherry Sherbet or Fruit Ice

SWISS CHOCOLATE PECAN *(tulip glass)*

½ oz. Swiss Chocolate Sauce
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
1 oz. Swiss Chocolate Sauce
Surround with Pecan Halves

SWISS CHOCOLATE NEWPORT *(crimp dish)*

½ oz. Swiss Chocolate Sauce
2 #24 dippers Chocolate Ice Cream
1 oz. Swiss Chocolate Sauce
Decorate with whipped cream and sprinkle with chopped milk chocolate.

SYRUP PINEAPPLE *(paper sundae cup)*

1 #12 dipper Vanilla Ice Cream
1 oz. Pineapple Syrup
Garnish with Pineapple Cube, or a Red Cherry

TALK OF THE TOWN *(banana spilt dish)*

1 #30 dipper Strawberry Ice Cream
1 #30 dipper Chocolate Ice Cream
1 #30 dipper Vanilla Ice Cream
1 lady finger (half at each end)
Marshmallow over lady finger
½ oz. green mint syrup over Vanilla Ice Cream
½ oz. Strawberry Syrup over Strawberry Ice Cream
½ oz. Orange Marmalade over Chocolate Ice Cream
Chopped mixed nuts over all
Whipped Cream between center and end molds
Cherry on whipped cream

TAVERN CHERRY *(crimp glass)*

½ oz. Wild Cherry Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. Cherry Syrup
Decorate with Whipped Cream and top with 5 Tavern Cherries

TEENEY TWIST *(banana split dish)*

1 #20 dipper Chocolate Ice Cream
1 #20 dipper Vanilla Ice Cream
Over the center pour 1½ oz. of either hot or cold Chocolate Fudge
Top with Whipped Cream and a Red Cherry
On each end place four Teeney Twist Salted Pretzels

THE "ALL AMERICAN" *(crimp or tulip glass)*

½ oz. white Marshmallow Topping
2 #20 dippers Vanilla Ice Cream
1 oz. white Marshmallow Topping
2 soda spoons of crushed or sliced bright red Maraschino Cherries (on one side of dish over Marshmallow)
2 soda spoons of fresh or frozen Blueberries (on the other side of the Marshmallow)

THE BOUQUET *(ice cream bowl or round dish)*

1 slice Pineapple
1 #30 dipper Strawberry Ice Cream
1 #30 dipper Chocolate Ice Cream
1 #30 dipper Vanilla Ice Cream
1½ oz. crushed Cherries (over all)
Sprinkle with Pecan Halves
Decorate with Whipped Cream and a Cherry

TIGER SPECIAL *(8 oz. glass)*

½ oz. Orange Syrup
1 #20 dipper Vanilla Ice Cream
1 oz. Chocolate Sauce
1 #20 dipper Chocolate Ice Cream
1 slice Orange quartered (between each quarter slice insert a chocolate covered Almond)
Garnish with Whipped Cream and red Maraschino Cherry
Stripe with Orange Syrup

TIN ROOF *(seven oz. glass)*

1 #20 dipper Vanilla Ice Cream
½ oz. Marshmallow
1 #20 dipper Vanilla Ice Cream
1 oz. Chocolate Fudge
Fill glass with small #1 Spanish Salted Peanuts

TINY TOT *(round flat dish)*

1 #16 dipper Vanilla Ice Cream
1 oz. Chocolate Topping
Place a few animal crackers around the edge of the dish and one on top of the Ice Cream.

TOASTED PECAN *(crimp glass)*

½ oz. Caramel Toasted Pecan Topping
2 #20 dippers Vanilla Ice Cream
1 oz. Caramel Toasted Pecan Topping
Garnish with Whipped Cream and a Cherry

TOASTED PECAN COFFEE *(tulip glass)*

½ oz. Coffee Syrup
2 #20 dippers Toasted Pecan Ice Cream
1 oz. heavy Coffee Syrup (over Ice Cream)
1 soda spoon Chopped Pecans
Garnish with a very small spiral of Whipped Cream and a half pecan.

TOP HAT *(crimp glass)*

½ oz. Chocolate Syrup
1 #20 dipper Vanilla Ice Cream
1 soda spoon Chopped Nuts
1 #20 dipper Chocolate Ice Cream
1 oz. Marshmallow Topping
Top with 1 whole Marshmallow, surrounded with 4 Pecan Halves

TOUCH DOWN *(crimp glass)*

1 chocolate covered Brazil Nut
1 #16 dipper Butter Pecan Ice Cream
1 oz. heavy Coffee Syrup
Garnish with Whipped Cream
Top with a Red Cherry
NOTE: The chocolate covered Brazil nut is intended to represent the football; and, when the patron eating the sundae reaches the bottom of the glass, he has "made a touchdown."

TRAVERSE CITY *(crimp glass)*

1 oz, Traverse City Cherries
2 #20 dippers Vanilla Ice Cream
½ oz. Traverse City Cherries
1 soda spoon Chopped Nuts
Garnish with Whipped Cream

TROPICAL CHOCOLATE *(crimp glass)*

½ oz. Chocolate Topping
1 #20 dipper Vanilla Ice Cream
½ oz. crushed Pineapple
1 #20 dipper Vanilla Ice Cream
½ oz. Chocolate Syrup
Surround with 5 slices of banana. Sprinkle with chopped nuts. Top with whipped cream and a cherry.

TROPICAL FRUIT *(large flat bottom sundae dish)*

A ring of Pineapple
1 #30 dipper each of Chocolate, Strawberry and Vanilla Ice Cream
½ oz. Chocolate Topping over the Vanilla Ice Cream
½ oz. Marshmallow over the Chocolate Ice Cream
½ oz. Strawberries over the Strawberry Ice Cream
Top with Whipped Cream and Stem Cherry

TROPICAL NUT ***(tulip glass)***

½ oz. Chocolate Syrup
2 #20 dippers Vanilla Ice Cream
½ oz. crushed Pineapple
½ oz. Walnuts in Syrup
Garnish with Whipped Cream and top with a Cherry

TWO TONE MOCHA NUT ***(tulip glass)***

½ oz. Coffee Syrup
1 #20 dipper Chocolate Ice Cream
1 #20 dipper Coffee Ice Cream
1 oz. Chocolate Fudge
Sprinkle with Chopped Nuts
Garnish with Whipped Cream and a Red Cherry

TWO TONE PINEAPPLE ***(tulip glass)***

½ oz. crushed Pineapple
1 #20 dipper Strawberry Ice Cream
1 #20 dipper Pineapple Sherbet *or* Pineapple Ice Cream
½ oz. crushed Pineapple
Sprinkle with Chopped Nuts
Garnish with Whipped Cream and a Pineapple Cube

TULIP CRANBERRY ***(junior tulip glass or paper service)***

1 #16 dipper Vanilla Ice Cream
Cover with special Cranberry Sauce
Garnish with Whipped Cream and green candied Grapefruit Rind

VALENTINE ***(tulip glass)***

½ oz. crushed Strawberries
2 #20 dippers Vanilla Ice Cream
1 oz. crushed Strawberries
Top with whipped cream and decorate with 5 or 6 heart shaped candies or make your regular strawberry sundae, and after adding the whipped cream, decorate with 5 or 6 heart shaped candies.

VARI-GAY ***(tulip glass)***

½ oz. Milk Chocolate Fudge
2 #20 dippers Fudge variegated Ice Cream
½ oz. Milk Chocolate Fudge
Top with Whipped Cream and a Cherry

WAL-BERRY ***(tulip glass)***

½ oz. Black Walnuts in Syrup
2 #20 dippers Vanilla Ice Cream
1 oz. fresh or frozen Blackberries
½ oz. Walnuts in Syrup in center
Garnish with Whipped Cream and a whole Blackberry

WHITE HOUSE ***(tulip dish)***

½ oz. crushed or sliced Strawberries
2 #20 dippers White House Ice Cream
Cut circles or wheels of Bananas (about 1/3 of a banana). Place these around the Ice Cream, almost covering the top. Stream around this a small portion of marshmallow. Sprinkle with assorted ground nuts, top with whipped cream and a whole red or green stem cherry.

YULETIDE ***(round sundae dish)***

Cover the bottom of the sundae dish with a generous portion of Whipped Cream
Place a cone-shaped #16 dipper of Vanilla Ice Cream in the center of the Whipped Cream
Cover with Green Coconut topped with a Red Cherry
Decorate with small colored candies or cake decorations

BLACK AND WHITE ***(Twin dish)***

1 #20 dipper vanilla Ice Cream
1 #20 dipper of chocolate Ice Cream
¾ oz. of chocolate syrup (over vanilla ice cream). Sprinkle with chocolate shot and a red cherry.
Sprinkle shredded coconut over the chocolate ice cream, and top with a cherry.
Between the molds of ice cream, a rosette of whipped cream sprinkled with chocolate shot.

BOY SCOUT ***(Twin sundae dish)***

2 #20 dippers chocolate Ice Cream
¾ oz. marshmallow over one dipper
¾ oz. butterscotch over the other
Garnish with whipped cream and top with a piece of peppermint candy

CHOCOLATE PEP TWIN ***(Twin dish)***

1 #20 dipper of peppermint stick Ice Cream
1 #20 dipper of chocolate Ice Cream
¾ oz. cold fudge over peppermint Ice Cream
¾ oz. Minted marshmallow sauce over chocolate Ice Cream
Garnish with whipped cream in the center and a red cherry.

CHERRY FUDGE (HOT)
(Twin sundae dish)

1 #20 dipper of vanilla Ice Cream
1 #20 dipper of coffee Ice Cream
1 oz. of Hot burgundy cherries over the vanilla Ice Cream
1 oz. hot fudge over the Coffee Ice Cream
Garnish with whipped cream and a cherry

CLIPPER ***(Twin dish)***

1 #20 dipper of vanilla Ice Cream
1 #20 dipper of strawberry Ice Cream
½ oz. crushed strawberries over vanilla Ice Cream
Chopped crystallized ginger over the strawberry ice cream
Over both mounds scatter a few ground English walnuts.
Through the center run a rosette of whipped cream and garnish with a whole red cherry.

DAINTY TWIN ***(Twin sundae dish)***

1 #20 dipper of strawberry Ice Cream
1 #20 dipper of vanilla Ice Cream
Over the vanilla Ice Cream pour ¾ oz. of strawberry crushed fruit.
Over the strawberry Ice Cream, ¾ oz. chopped cherries.
Between the molds of Ice Cream, place a rosette of whipped cream.
Garnish with a pineapple cube.

DOUBLE FEATURE ***(Twin sundae dish)***

1 #20 dipper of vanilla Ice Cream
1 #20 dipper of chocolate Ice Cream
Cover the vanilla Ice Cream with ¾ oz. heavy chocolate sauce or cold chocolate fudge.
Cover the chocolate Ice Cream with ¾ oz. marshmallow cream.
Sprinkle over both molds of Ice Cream chopped or ground nuts.
Between the molds of Ice Cream, rosette a little whipped cream and top with a cherry.

FUDGE SUNDAE ***(twin sundae dish)***

1½ oz. Shredded coconut (in bottom of dish).
1 #20 dipper of fudge variegated Ice Cream
½ oz. chocolate sauce over fudge variegated Ice Cream
1 #20 dipper of strawberry Ice Cream
½ oz. strawberries over strawberry Ice Cream
Whipped cream
1 Maraschino cherry
Between the molds of Ice Cream run a spiral of whipped cream.
Decorate with a stemmed cherry.

GOLDEN GLOW ***(Twin dish)***

2 #20 dippers any fruited Ice Cream or Vanilla Ice Cream
Cover generously with golden glow fruit salad
Between the molds of Ice Cream run the whipped cream
Garnish with a green cherry or Pineapple cube.

HOLIDAY ***(Twin sundae dish)***

3 #24 dippers of vanilla Ice Cream
1 soda spoon of crushed red raspberries over one dipper of Ice Cream
1 soda spoon marshmallow and a rosette of whipped cream over center mold of Ice Cream
1 soda spoon of blueberries over the other dipper of Ice Cream

TANGO ***(Twin sundae dish)***

1 #20 dipper of pineapple sherbet
1 #20 dipper of vanilla Ice Cream
1½ oz. of tangerine topping or tangerine puree
Sprinkle with finely chopped nuts.
Garnish with a spiral of whipped cream, and sprinkle with colored candy decorettes.

TWIN FUDGE ***(Twin sundae dish)***

Place on one side of a twin sundae dish a #20 scoop of vanilla Ice Cream and on the other side, a #20 scoop of buttered pecan Ice Cream. Over the vanilla Ice Cream pour ¾ of hot fudge and over the buttered pecan Ice Cream ¾ oz. of hot caramel fudge. Decorate with a whole marshmallow on each mound.

TWIN HOT FUDGE RAISIN ***(Twin sundae dish)***

2 #20 dippers of vanilla Ice Cream
1½ oz. fudge raisin topping
Garnish between molds of Ice Cream with whipped cream and a red cherry.
NOTE: Fudge raisin topping: Into the equivalent of a cup of hot fudge, add ½ cup seedless raisins. Keep in fudge warmer.

TWIN PEACH GLACE ***(Twin sundae dish)***

2 peach halves
1 #20 dipper of orange sherbet (over 1 half)
1 #20 dipper of peach Ice Cream (over the other half)
1 oz. orange marmalade (in center)
Top with whipped cream and a peach slice.

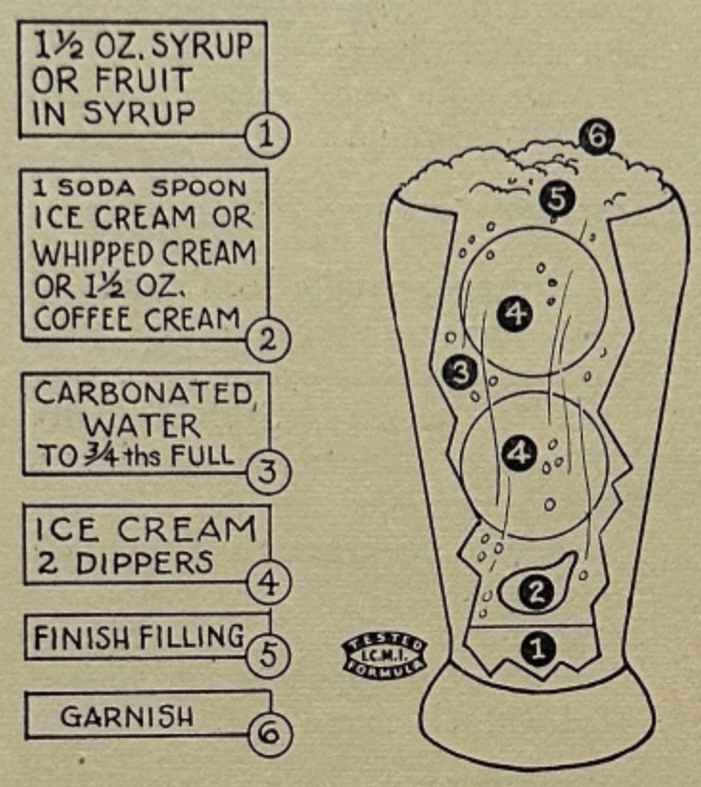
TWIN TIN ROOF ***(Twin sundae dish)***

Place on one side of a twin sundae dish a #20 dipper of vanilla Ice Cream and on the other side, a #20 dipper of buttered pecan Ice Cream. Over the vanilla Ice Cream pour ¾ oz. of hot fudge and over the buttered pecan Ice Cream ¾ oz. of hot caramel fudge.
Decorate with a soda spoon of salted peanuts on each mound.

ice cream sodas

In addition to the Ice Cream sodas illustrated in another section of this book we have assembled herewith a representative collection of Ice Cream soda formulas. All are to be made in the order in which ingredients are listed. Proportions are for the 14 ounce glass or paper service. Detailed instructions for following the basic formula will be found in the illustrated section.

The chart shows you how.



ANGOSTURA PINEAPPLE

1½ oz. of Pineapple syrup
1 soda spoon of Vanilla Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
2 or 3 dashes of Angostura Bitters
Carbonated water to fill if needed
Garnish with Whipped Cream.

ANNIVERSARY

1½ oz. crushed pineapple
1 soda spoon of whipped cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 scoop of Chocolate Ice Cream
1#24 scoop of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with 1 soda spoon of whipped cream and a pineapple cube.

APPLE BLOSSOM

1½ oz. Apple syrup
1 soda spoon of whipped cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with a spoon of whipped cream and a strip of fresh apple.

BANANA

1½ oz. simple syrup
1 soda spoon of whipped cream or Ice Cream or 1½ oz. Coffee Cream and 1/3 of a banana, mashed
Carbonated water ¾ths full
2 #24 dippers Banana Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and a Cherry.

"BING" CHERRY

1½ oz. Bing Cherry syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
1 sodaspoon of whipped cream
Garnish with a whole Bing cherry.

BLACK COW

1½ oz. Root Beer syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with whipped cream.

BLUEBERRY

1½ oz. crushed Blueberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with whipped cream.

BURGUNDY

¾ oz. Burgundy Cherry syrup
¾ oz. Crushed Burgundy cherries
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Cherry or Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and a Burgundy Cherry.

CALIFORNIA

¾ oz. Pineapple syrup
¾ oz. Orange syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Orange Sherbet
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and half slice of fresh orange.

CHERRY

1½ oz. of Wild Cherry syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Cherry Fruited Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and Cherry Rings if desired.

CHERRY BLOSSOM

1½ oz. of Cherry syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla or Cherry Ice Cream
Small amount of Crushed Cherries to side of glass
Carbonated water to fill if needed.
Garnish with Whipped Cream.

CHOCOLATE CREME DE MENTHE

1 oz. Chocolate syrup
½ oz. creme de menthe syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

CHOCOLATE MALTED

1½ oz. Chocolate syrup
½ soda spoon malted milk powder
1 spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of either Vanilla or Chocolate Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

CHOCOLATE PECAN

1½ oz. of Chocolate syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and several Salted Pecan Halves.

CHOCOLATE SCOTCH

1½ oz. Butterscotch syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Butter Pecan Ice Cream
1 #24 dipper Chocolate Ice Cream
Carbonated water to fill if needed
Top with Whipped Cream.

CHOCOLATE TWO-TONE

1½ oz. of Chocolate syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Vanilla Ice Cream
1 #24 dipper of Chocolate Ice Cream
Small amount of Chocolate syrup
Carbonated water to fill if needed
Garnish with Whipped Cream.

CHRISTMAS CHEER

1½ oz. Egg Nog syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

COFFEE MAPLE

¾ oz. of Maple syrup
¾ oz. of Coffee syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Maple or Coffee Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

CRANBERRY SALAD

1½ oz. of Cranberry Salad
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

CREME DE MENTHE

1½ oz. of Creme De Menthe syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.
Decorate with a sprig of Mint.

DOUBLE PEACH

1½ oz. Crushed Peaches or Peach syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Peach Ice Cream
Carbonated water to fill if needed
Garnish with small amount of Peaches.

DOUBLE STRAWBERRY

1½ oz. Strawberry fruit
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Strawberry Ice Cream
Garnish with Whipped Cream.

EGG NOG

1½ oz. Egg Nog syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Egg Nog Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FROSTED PRETZEL

1½ oz. Raspberry syrup
1½ oz. Coffee Cream or 1 soda spoon of Whipped Cream or Ice Cream
Carbonated water ¾ths full
1 #24 dipper of Vanilla Ice Cream
1 #24 dipper of Raspberry Sherbet
Carbonated water to fill if needed
Insert straws, and hang a pretzel over.

FROSTED ROOT BEER

1½ oz. of Root Beer syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

"GINGER SNAP"

1½ oz. of Lemon syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Ginger Ale ¾ths full
1 #24 dipper of Orange Sherbet
1 #24 dipper Vanilla Ice Cream
Ginger Ale to fill if needed
Serve two ginger snaps on the side.

GLAMOUR *(upside down)*

2 #24 dippers of Vanilla Ice Cream
1½ oz. of Crushed Strawberries
Carbonated water to fill
Garnish with ¼ oz. Crushed Strawberries and Whipped Cream.

GOLDEN GLOW

1½ oz. of Lemon syrup
1 soda spoon whipped cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Orange Ice or Sherbet
Carbonated water to fill if needed
Garnish with a slice of Orange.

GOOD NEIGHBOR

1½ oz. of Coffee syrup
1½ oz. of Coffee Cream or 1 soda spoon of Whipped Cream or Ice Cream
Carbonated water ¾ths full
1 #24 dipper of Chocolate Ice Cream
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

GRAPE FRUIT WITH SHERBET

1½ oz. Grape Fruit syrup
1½ oz. of Coffee Cream or 1 soda spoon Whipped Cream or Ice Cream
Carbonated water ¾ths full
2 #24 dippers of Orange, Lemon or Pineapple Sherbet
Carbonated water to fill if needed.

GRAPE JUICE

½ oz. simple syrup
1½ oz. Grape juice
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

"HALF 'N' HALF" RASPBERRY

1½ oz. of seedless Black Raspberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Raspberry Fruit Ice or Sherbet
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

HONEY-COFFEE

½ oz. of Strained Honey
1 oz. of Coffee syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Coffee Ice Cream
Carbonated Water to fill if needed
Garnish with a spoon of Whipped Cream or serve a pretzel on the side.

LA CONGA

¾ oz. of Orange syrup
¾ oz. of Lemon syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Pineapple sherbet
1 #24 dipper of Orange-Pineapple Ice Cream.
Carbonated water to fill if needed
Garnish with Whipped Cream.

LAND O' ERIN

1½ oz. Pistachio syrup
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Pistachio or Mint Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and sprig of fresh mint or green cherry.

"LAVENDER" ***(crushed raspberry)***

1½ oz. of crushed Black Raspberries
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

MERRY CHRISTMAS

1½ oz. of green mint syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla or Pepper-Mint Stick Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.
Top with small ladle crushed red cherries

MINT RASPBERRY

½ oz. Creme de Menthe syrup
1 oz. Raspberry syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Decorate with a sprig of Fresh Mint.

MIXED FRUIT

1½ oz. of mixed fruit
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream, Top with a soda spoon of mixed fruit.

MOCHA

¾ oz. Coffee syrup
¾ oz. Chocolate syrup
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Chocolate or Coffee Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

NECTAR

1½ oz. of equal parts of Lemon, Orange, Pineapple and Grenadine syrups
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 scoops of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE

1½ oz. of Orange syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Orange Sherbet
1 #24 dipper of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE BLOSSOM

1½ oz. Orange syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Orange Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE-BLUEBERRY

1 oz. Orange syrup
½ oz. Blueberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

ORANGE-PINEAPPLE

1½ oz. of Orange syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
Pineapple or Orange-Pineapple Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PAN-AMERICAN

¾ oz. of Pineapple syrup
¾ oz. of Crushed Burgundy Cherries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 scoops of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FRESH PEACH

1½ oz. of Crushed fresh Peaches
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of fresh Peach or Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PEACHY PEACH

1½ oz. of Peach Melba Sauce
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Peach Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream and 1 spoonful of fresh sliced Peaches.

"THE PEOPLES CHOICE"

1½ oz. of Orange syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PINE-ANA ICE CREAM SODA

1½ oz. of Pineapple syrup or crushed Pineapple
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Top with Whipped Cream and 5 banana slices.

PINEAPPLE CHERRY

½ oz. Cherry syrup
1 oz. crushed Pineapple
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PINEAPPLE NUT

1½ oz. crushed Pineapple
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Butter Pecan Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

PUFFED WHEAT

1½ oz. of Chocolate syrup
2 tablespoons of puffed wheat
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Fine stream carbonated water to fill glass ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with puffed wheat and a little Whipped Cream.

RASPBERRY

1½ oz. of Red Raspberry Puree or Red Raspberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Raspberry Variegated Ice Cream or Vanilla or Raspberry Ice Cream
Carbonated water to fill if needed.
Garnish with Whipped Cream.

SAINT PATRICK'S

1½ oz. of Creme De Menthe syrup
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 # 24 dippers of Vanilla or Pistachio Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream
Decorate with a sprig of Mint.

SOUTHERN FRUIT

¾ oz. crushed Pineapple
¾ oz. crushed Strawberries
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Strawberry Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

STRAW-ANA ICE CREAM SODA

1½ oz. crushed Strawberries or Strawberry syrup
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Strawberry Ice Cream
Carbonated water to fill if needed
Top with Whipped Cream and 5 banana slices

STRAWBERRY

1½ oz. of crushed Strawberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

STRAWBERRY CRUNCH

1½ oz. Strawberry syrup
1 soda spoon Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Pecan Crunch or Butter Brickle Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FRESH STRAWBERRY

1½ oz. Fresh Strawberries
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Fine Stream carbonated water ¾ths full
2 #24 dippers fresh Strawberry Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

FROSTED STRAWBERRY

1½ ounces Strawberry syrup (or crushed Strawberries)
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper of Strawberry Fruit Ice or Sherbet
1 #24 dipper of Strawberry Ice Cream (or Vanilla Ice Cream)
Carbonated water to fill if needed
Garnish with Whipped Cream.

STRAWBERRY NUT

1½ oz. Strawberry syrup or crushed fruit
1 soda spoon of Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers of Buttered Pecan Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream.

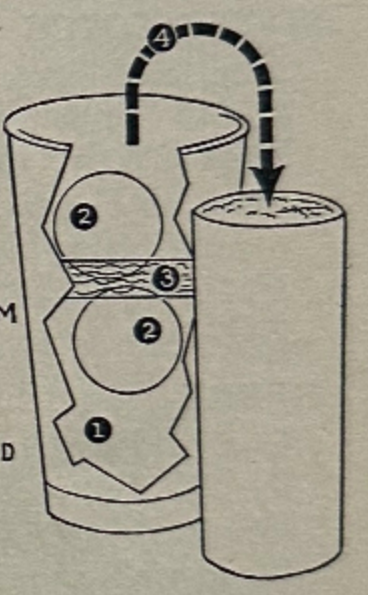
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3/8 oz. Vanilla syrup
3/8 oz. Orange syrup
3/8 oz. Pineapple syrup
3/8 oz. Lemon syrup
Dash of fresh Lemon juice
1 soda spoon of Ice Cream or Whipped Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
2 #24 dippers Vanilla Ice Cream
Carbonated water to fill if needed
Garnish with Whipped Cream

WALDORF

1½ oz. Chocolate syrup
1 soda spoon Whipped Cream or Ice Cream or 1½ oz. Coffee Cream
Carbonated water ¾ths full
1 #24 dipper Butter Pecan Ice Cream
1 #24 dipper Chocolate Ice Cream
Carbonated water ¾ths full
Garnish with Whipped Cream.

milk drinks



BANANA

6 oz. cold pasteurized Milk
½ of a small sized fully ripe banana (cream through the banana creamer)
1½ oz. of simple Syrup
2 #24 dippers of Vanilla Ice Cream
Blend well on mixer and serve in a thin glass. Top with a soda spoon of whipped cream.

BING CHERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Cherry Syrup
4 to 6 fresh Bing Cherries (pitted and mashed)
Blend well on mixer. Serve in a thin shell glass with mixing cup on the side for overpour.

BLACK CHERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Black Cherry Syrup
Sprinkle of Nutmeg

Blend thoroughly on mixer
1 soda spoon of Whipped Cream (around side of glass)
Serve in a thin shell glass with mixing cup at side for overpour.

BLACK COW OR ROOT BEER

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Root Beer Syrup
Blend thoroughly on mixer. Serve in tall thin glass, with cookies at side.

BLACK RASPBERRY NOT SO SWEET

6 oz. cold pasteurized Milk
2 #24 dippers Black Raspberry Ice Cream
1½ oz. White Karo Syrup or simple Syrup
Mix 1 minute on mixer.

BROADWAY

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. Coffee Syrup
Blend thoroughly on mixer
Serve in thin shell glass.

BUTTERSCOTCH

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Butterscotch Fudge
Place on electric mixer long enough to blend smoothly. Serve in thin shell glass with wafers on the underlying plate.

CHERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Cherry Syrup
Blend well on mixer, serve in a thin shell glass, with mixing cup on side for overpour.

CHERRY CHOCOLATE

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. Cherry Syrup
Place on mixer until blended. Serve in tall thin shell glass.

CHOCOLATE NOT SO SWEET

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. White Karo Syrup, or simple Syrup
Mix on mixer until blended, serve in thin shell glass.

CHOCOLATE MINT FROST

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Mint Sherbet
1½ oz. Chocolate Syrup
Blend on mixer. Serve in thin shell glass. Top with soda spoon Ice Cream.

CHOCOLATE TANG

6 oz. cold pasteurized Milk
2 #24 dippers Orange Sherbet or Fruit Ice
1½ oz. cold Chocolate Syrup
Place on mixer for thirty seconds only. Pour into a tall thin shell glass and serve with container on side.

CLARET FRAPPE

2 oz. cold pasteurized Milk
1½ oz. Claret Syrup
3 #24 dippers Vanilla Ice Cream
Place on mixer just long enough to blend these ingredients into a smooth mixture. Garnish with slice of pineapple, a purple grape or a cherry or a sprig of mint. Serve straws and spoon on the side with wafers or pretzels.

CRANBERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Cranberry Salad
Whip until well mixed. Pour into a thin glass and serve with mixing cup at the side.
NOTE: Cranberry Salad: Grind through the meat chopper one pound of freshly washed, clean cranberries and the skin of one orange. Add one cup of light corn syrup, one cup of sugar and the juice of one orange. Allow to stand in a mixing bowl and stir well before each service.

FRESH PEACH

6 oz. cold pasteurized Milk
2 #24 dippers of fresh Peach Ice Cream
1½ oz. sliced or chopped fresh Peaches
Place on mixer long enough to blend all ingredients. Serve in a thin shell glass with the container at the side.

FRESH STRAWBERRY

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla or Strawberry Ice Cream
1½ oz. crushed fresh Strawberries
Place on mixer until blended. Serve in a whipped cream dotted thin shell glass.

FROSTED CHOCOLATE

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Chocolate Syrup
Blend ingredients thoroughly on mixer. Serve in a tall thin shell glass with two or three chocolate wafers, on the side.

FROSTED ORANGE

6 oz. cold pasteurized Milk
2 oz. fresh Orange Juice
2 #24 dippers Vanilla Ice Cream
1½ oz. simple Syrup
Place on mixing machine and allow to mix thoroughly. Serve in thin shell glass or paper service with two orange flavored wafers.

FROSTED ROOT BEER

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. good Root Beer Syrup
Place on electric mixer long enough to blend smoothly. Pour into tall thin serving glass.

FROSTY SCOTCH

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Butterscotch Fudge
Blend on mixer into a smooth mixture. Serve in a tall glass with wafers on the underlying plate.

MILK SCOTCH HIGH BALL

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Butterscotch Syrup
Place on mixer and mix thoroughly. Add just enough fine stream carbonated water to partially carbonate the entire drink. Serve in thin glass with two scotch wafers.

MINTED

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Mint Syrup
Place on mixer until thoroughly blended. Pour into service glass. Top with crushed red and white peppermint candy.

MOCHA MARSH

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Marshmallow Ice Cream
1½ oz. Coffee Syrup
Place on electric mixer long enough to blend smoothly. Serve in a tall thin glass or paper service.

MOCHA MILK SHAKE FLOAT

3 oz. freshly made double strength Coffee
3 oz. freshly made Cocoa (made with milk)
2 scoops Cracked Ice
2 #24 dippers Coffee or Chocolate Ice Cream
Blend on mixer. Pour into a thin shell glass and top with 1 #24 dipper of chocolate Ice Cream.

ORANGE MILK PUNCH

4 oz. cold pasteurized Milk
2 #24 dippers Orange Sherbet
¾ oz. simple Syrup
1½ oz. fresh Orange Juice
Place on mixing machine until can frosts on outside. Serve in 12 oz. glass or paper cup.

ORANGE PINEAPPLE

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 oz. Orange Syrup
½ oz. crushed Pineapple
Place on electric mixer long enough to blend smoothly. Serve in a tall glass. Garnish with a soda spoon of whipped cream. Serve nutmeg and cinnamon shakers at side.

PEACH

6 oz. cold pasteurized Milk
2 #24 dippers Peach Ice Cream
1½ oz. simple Syrup
Mix well on mixer. Serve in tall thin shell glass or paper service.

PINEAPPLE BUTTERMILK

6 oz. cold cultured Buttermilk
2 #24 dippers Vanilla Ice Cream
2 oz. Pineapple Juice (canned)
Place on mixer until well blended. Serve in tall glass, with mixing cup at side.

PRUNE-BERG

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Prune Juice
Place on mixer long enough to blend ingredients. Pour into thin shell glass. Top with an "iceberg" of whipped cream.

PURPLE COW

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. simple Syrup
1½ oz. Grape Juice. Mix on mixer until well blended, serve in a tall thin shell glass.

RUSSIAN FROSTED MOCHA

6 oz. cold Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. simple Syrup
1 individual service of instant coffee powder. Mix on mixer until well blended. Serve in a tall thin shell glass.

ST. PATRICK'S COCKTAIL

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Green Mint Syrup
Place on mixer and allow to whip until sides of mixer start to frost. Have ready a tall glass, whip against sides of the glass a soda spoon of green mint syrup. Pour mixture into this glass. Top with whipped cream and sprinkle with chopped nuts.

ST. PATRICK'S COCKTAIL

6 oz. cold pasteurized Milk
2 #24 dippers Strawberry Ice Cream
1½ oz. White Karo Syrup or simple Syrup
Mix well on mixer. Serve in tall thin shell glass.

TUTTI FRUTTI

6 oz. cold pasteurized Milk
2 #24 dippers Strawberry Ice Cream
1½ oz. Fruit Salad Mixture
Mix until thoroughly blended. Serve in a tall thin shell glass.

VANILLA WAFER

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. simple Syrup
Crumbled Vanilla Wafers
Blend all ingredients on mixer until smooth. Serve in a tall thin shell glass and garnish with a cherry and vanilla wafer crumbs. Serve with two vanilla wafers at the side if desired.

ZOMBIE

6 oz. cold pasteurized Milk
2 #24 dippers Chocolate Ice Cream
1½ oz. simple Syrup
Mix well on the mixer. Pour into a 12 oz. glass. Decorate with chocolate shot.

BUTTER-NUT MALTED

6 oz. cold pasteurized Milk
2 #24 dippers Buttered Pecan Ice Cream
1 tablespoon Peanut Butter
1½ oz. Vanilla Syrup
1 soda spoon or clip of Malted Milk
Place on mixer long enough to blend and serve in a tall thin glass.

CINNAMON ALMOND FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
Dash of Cinnamon
1½ oz. Almond Syrup
Place on mixer and allow to mix until all ingredients are smoothly blended. Pour into a tall thin shell glass and top with 1 #24 dipper of Vanilla Ice Cream. Garnish with ground almonds.

COFFEE MILK FLIP

6 oz. double strength chilled Coffee
1 #20 dipper Vanilla Ice Cream
Mix on mixer then pour into thin shell glass and add carbonated water until full.

CREME DE MENTHE FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Green Mint Syrup
Whip on mixer until thoroughly blended. Pour into a tall thin shell glass and top with 1 #24 scoop of green Ice Cream (either mint or Pistachio).

HONEY-CO MALTED

6 oz. cold pasteurized Milk
2 #24 dippers Coffee Ice Cream
1 oz. strained Honey
1 spoon Malted Milk Powder
Place on mixer long enough to blend into a smooth mixture. Serve in a whipped cream dotted glass with wafers on the side.

HOT COFFEE MALTED

6 oz. cold pasteurized Milk
1½ oz. Coffee Syrup
1 #20 dipper Vanilla Ice Cream
1 soda spoon Malted Milk
Heat in hot cup, and mix to blend. Pour into mug or heavy glass. Top with whipped cream.

ICE CREAM FRUIT FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Fruit Sherbet or Fruit Ice
1½ oz. Orange, Pineapple, or simple Syrup
Place on mixer long enough to blend smoothly. Pour into tall thin shell glass. Top with 1 #24 dipper vanilla Ice Cream.

PEANUT MILK FLIP

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1 tablespoon Peanut Butter
1½ oz. Vanilla Syrup
Put on mixer until blended. Serve in thin shell glass topped with whipped cream. Sprinkle with nutmeg before serving.

PINEAPPLE MALTED FLIP

6 oz. cold pasteurized Milk
2 #24 dippers Pineapple Ice Cream
1½ oz. crushed Pineapple
1 spoon Malted Milk Powder
Place on mixer long enough to blend into a smooth mixture. Serve in whipped cream dotted glass with wafers on the side.

TAFFY MALTED

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
¾ oz. New Orleans Molasses
1 spoon Malted Milk Powder
Mix well on mixer. Serve in tall thin shell glass.

WHITE CAP MALT FLOAT

6 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
1½ oz. Chocolate Syrup
1 spoon or clip Malted Milk
Place on mixer until well blended. Pour into a tall glass. Top with 1 #24 dipper vanilla or chocolate Ice Cream. Cover with shredded coconut. Top with a cherry.

CRANBERRY-NOG

4 oz. cold pasteurized Milk
2 #24 dippers Vanilla Ice Cream
2 oz. Cranberry Juice
1 oz. simple Syrup
1 Egg
Place on mixer long enough to

blend. Serve in tall whipped cream dotted glass, mixing cup on side.

EGG FRUIT FLOAT

3 oz. Lemon or Orange Juice
5 oz. Water
1 dipper cracked Ice
1 Egg
1½ oz. Crushed Fruit (Raspberry, Strawberry or Pineapple)
Place on mixer until thoroughly blended. Serve in a tall thin glass in which 1 scoop cracked ice has been put. Top with 1 #24 dipper Vanilla Ice Cream. Spot with 1 soda spoon crushed fruit.

EGG-NOG

6 oz. cold pasteurized Milk
2 #24 dippers Egg Nog Ice Cream
1½ oz. Egg Nog Syrup
Leave on mixer long enough to blend thoroughly. Pour into a thin shell glass. Sprinkle with grated nutmeg and garnish with a cherry—if desired.

FROSTED FRUIT EGG FLIP

3½ oz. Pineapple Juice
3½ oz. Grapefruit Juice
1 Egg
2 #24 dippers Orange Sherbet
Blend on mixer. Serve in tall thin glass and garnish with a sprig of mint.

LEMON EGG

Juice of 1 Lemon
1 Egg
Sugar (to suit your taste)
Place on mixer until thoroughly blended. Pour through strainer into a glass, half filled with ice. Garnish with a slice of orange and cherry.

LEMON EGG FLIP

½ oz. Lemon Syrup
Dash of Angostura Bitters
1 Egg
2 #24 dippers Vanilla Ice Cream
1 ladle Marshmallow
Blend on mixer. Just before pouring, add a little fine stream carbonated water. Spot inside walls of 12 oz. glass with a spoon of whipped cream. Serve finished drink in this glass, wafers on the side.

NECTAR EGG NOG

6 oz. Milk
1½ oz. Nectar Syrup
1 Egg
2 #24 dippers Vanilla Ice Cream
2 dashes Ground Nutmeg
1 dash Ground Cinnamon
Blend on mixer
Serve in thin shell glass, line inside walls of glass with a spot of whipped cream. Serve wafers on the side.

PILOT'S PICK-UP

6 oz. Orange Juice
4 oz. cold pasteurized Milk
1 Egg
1 #20 Vanilla Ice Cream
Put on mixer and mix well. Small amount of simple syrup may be added for those who like a sweeter drink. Serve in a thin shell glass.

SILVER FIZZ

1 fresh Egg
1½ oz. Lemon Syrup
2 #24 dippers Pineapple or Lemon Sherbet (water ice may be substituted)
Place on mixer. When thoroughly mixed, pour into a thin shell glass and finish filling with coarse or fine stream of carbonated water. Top with a #24 dipper of vanilla Ice Cream.

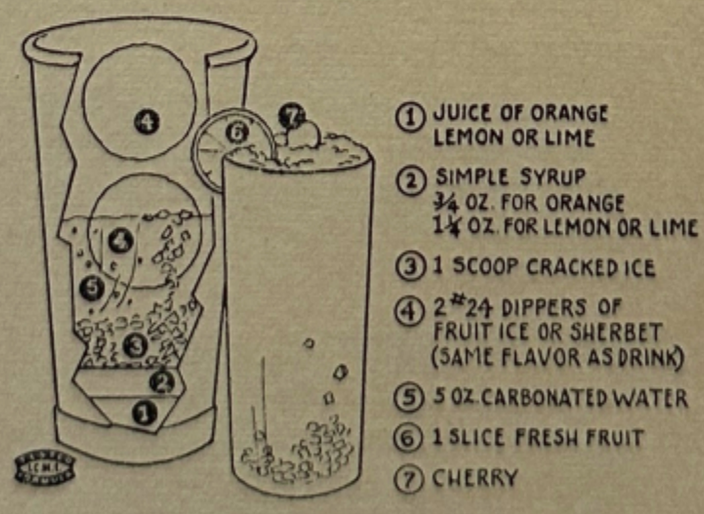
SUMMER BRACER

1 Egg
Dash of Lemon Juice
1 #24 dipper Orange Ice or Orange Sherbet
Leave on mixer until well blended. Pour into a thin shell glass. Fill glass with fine stream carbonated water
Garnish with a soda spoon of orange ice or orange sherbet and sprinkle with grated nutmeg.

SUNSHINE EGG DRINK

1 Egg Yolk
6 oz. cold pasteurized Milk
4 oz. Orange Juice
1½ oz. simple Syrup
1 #24 dipper Vanilla Ice Cream
Few grains Salt
Place on mixer until blended. Serve in tall thin glass.

freezes and floats



FRESH FRUIT LEMON FREEZE

Juice of ½ Lemon
1 oz. Simple Syrup
5 oz. Carbonated Water
2 oz. Finely Chipped Ice
2 #24 dippers Lemon Ice or Sherbet
Blend on mixer until thoroughly blended. Serve in a thin shell glass. Garnish with lemon slice and cherry.

FRESH FRUIT ORANGE FREEZE

Juice of 1 Orange
¾ oz. simple syrup
5 oz. Carbonated Water
2 oz. Finely Chipped Ice
2 #24 dippers Orange Ice or Sherbet
Blend on mixer until thoroughly blended. Serve in a thin shell glass. Garnish with an Orange Slice and a Cherry.

GRAPEFRUIT FREEZE

Juice of ½ grapefruit
1½ oz. simple syrup
2 #24 dippers pineapple or lemon sherbet or fruit ice
1 scoop cracked ice
5 oz. carbonated water
Place on mixer long enough to blend thoroughly. Pour into thin shell glass containing a scoop of cracked ice. If glass isn't full, fill with carbonated water.

MINTED GRAPE FREEZE

1 oz. Grape Juice
1 oz. Mint Syrup
Juice of ½ Fresh Lime
2 #24 dippers of Lemon or Pineapple Sherbet or Fruit Ice
5 oz. Carbonated Water
2 scoops of cracked ice.
Place on mixer until thoroughly blended. Into a tall glass, put a small dipper of finely chipped ice. Pour the sherbet mixture over the cracked ice. Garnish with sprig of Fresh Mint and Red Cherry.

RASPBERRY FREEZE

5 oz. Carbonated Water
2 #24 dippers Raspberry Ice
½ oz. Raspberry Syrup
Dash Phosphate
2 scoops of cracked ice
Blend ingredients on mixer until frosty cold. Serve in thin shell glass. in which 1 scoop cracked ice has been placed.
Garnish with a slice of fruit or a sprig of mint.

FROSTED ORANGE JUICE

6 oz. chilled Orange Juice—into a 10 oz. glass
Float into juice 1 #24 dipper Orange Sherbet or Orange Ice

GRAPE JUICE FLOAT

1½ ounces Grape Juice
1 ounce Simple Syrup
2 scoops cracked ice
5 oz. Carbonated Water

Place on mixer long enough to blend thoroughly. Pour into thin shell glass containing a scoop of cracked ice. Top with 1 #24 dipper of Pineapple Sherbet. If glass isn't full, fill with carbonated water. Garnish with a sprig of Mint

LEMON FREEZE FLOAT ***(thin shell glass)***

Juice of 1 Lemon
1½ oz. Simple Syrup
1 Dipper Cracked Ice
2 #24 dippers of Fruit Sherbet or Fruit Ice
5 oz. Carbonated Water
Place on mixer until thoroughly blended. Pour into a tall glass. Top with 1 #24 dipper Lemon Sherbet or Fruit Ice. Garnish with a Sprig of Mint or a Cherry.

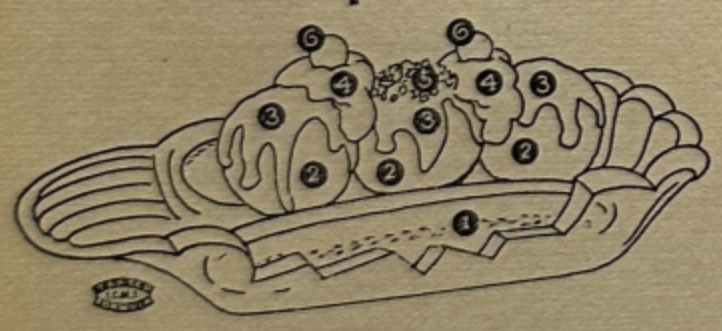
ORANGE FREEZE FLOAT

Juice of ½ Orange
Juice of ½ Lemon
2 #24 dippers Orange Sherbet or Fruit Ice
1½ oz. Simple Syrup
Place on mixer until thoroughly blended. Pour into a tall glass, top with 1 #24 dipper Orange Sherbet or Fruit Ice. Garnish with sprig of Mint or Slice of Orange or Pineapple Cube and a Red Cherry.

ROOT BEER FREEZE FLOAT

1½ oz. Root Beer Syrup
2 #24 dippers of Vanilla Ice Cream
5 oz. Carbonated Water
Place on mixer long enough to blend thoroughly. Pour into thin shell glass. Top with 1 #24 dipper of Vanilla Ice Cream. If glass isn't full, fill with carbonated water.

banana splits



CHOCOLATE SCOTCH

1 Banana sliced lengthwise
3 #24 dippers Chocolate Ice Cream
½ oz. Heavy Chocolate Syrup over center mold of Ice Cream
1 oz. Butterscotch Syrup over the other two molds of Ice Cream
Whipped Cream between center and end molds of Ice Cream
Black Walnuts sprinkled over all
Red Pineapple Gem on each whipped cream mold

FRUIT SALAD

1 Banana sliced lengthwise
1 #24 dipper of Vanilla Ice Cream
1 #24 dipper of Chocolate Ice Cream
1 #24 dipper of Strawberry Ice Cream
Fruit Salad over all (1½ oz.)
Chopped or Ground Nuts over topping
Whipped cream between center and end molds
Garnish whipped cream with cherries.

FRUITED BANANA SPLIT

1 Banana sliced lengthwise
1 #24 dipper Chocolate Ice Cream
1 #24 dipper Vanilla Ice Cream
1 #24 dipper Strawberry Ice Cream
½ oz. Crushed Red Cherries
½ oz. Crushed Pineapple
½ oz. Crushed Strawberries
Whipped Cream
2 Whole Red Cherries
Pecan Halves

FRUITED NUT

1 Ripe Whole Banana sliced lengthwise
1 #24 dipper Vanilla Ice Cream (center)
2 #24 dippers Strawberry Ice Cream one at each side of Vanilla Ice Cream
1½ oz. Fresh Fruit Salad over all Ice Cream
6 Crisp Pecan Halves arranged on Ice Cream
Whipped Cream between center and end molds
Whole Cherries on whipped cream

GRIDIRON

Whole Banana sliced lengthwise and placed in banana split dish
1 #24 dipper Chocolate Ice Cream
1 #24 dipper Vanilla Ice Cream (center)
1 #24 Dipper Strawberry Ice Cream
6 slices of banana placed around Vanilla Ice Cream
2 soda spoons Crushed Pineapple—one between center mold of Ice Cream and each end mold
Chopped Nuts over all
Whipped Cream between center and end molds. Cherry on each Whipped Cream mold.

MARSHMALLOW FUDGE

1 Banana sliced lengthwise
2 #24 dippers of Vanilla Ice Cream
1 #24 dipper of Chocolate Ice Cream (center)
1 oz. chocolate fudge over Vanilla Ice Cream
½ oz. marshmallow over Chocolate Ice Cream
Chopped nuts over whole
Whipped cream between center and end molds
Cherry on whipped cream

PINEAPPLE CHOCOLATE

1 Banana sliced lengthwise
1 #24 dipper Vanilla Ice Cream (center)
2 #24 dippers Chocolate Ice Cream
½ oz. Strawberry Syrup over center mold
1 oz. Pineapple Syrup divided between end molds
Whipped Cream between center and end molds
Chopped Nuts over all

RASPBERRY

1 Banana sliced lengthwise
1 #24 dipper Raspberry Ice Cream
1 #24 dipper Chocolate Ice Cream
1 #24 dipper Orange Sherbet (center)
Orange syrup over all (1½ ounces)
Whipped cream between center and end molds
Cherry on whipped cream
Chopped nuts over all.

SPECIAL SPLIT

1 Banana sliced lengthwise
1 #24 dipper chocolate Ice Cream (center)
1 #24 dipper vanilla Ice Cream
1 #24 dipper Strawberry Ice Cream
½ oz. crushed pineapple over vanilla Ice Cream
½ oz. marshmallow over strawberry Ice Cream
½ oz. melba sauce over Chocolate Ice Cream
Garnish with whipped cream, ground nuts and a cherry.

STAR SPANGLED

1 Banana sliced lengthwise
1 #24 dipper Strawberry Ice Cream (in center)
2 #24 dippers Vanilla Ice Cream (One on each side of strawberry)
2 Soda spoons chopped cherries over 1 vanilla mold
2 Soda spoons blueberries over other vanilla mold
Whipped cream over center mold.
Chopped nuts sprinkled over the whole.

STRAW-ANA SPLIT

1 Banana sliced lengthwise
1 #24 dipper Vanilla Ice Cream (center)
2 #24 dippers Strawberry Ice Cream
1½ oz. Crushed or Sliced Strawberries over all
Chopped or Ground Nuts
Whipped Cream between center and end molds.

SWISS CHOCOLATE

1 Banana sliced lengthwise
2 #24 dippers Vanilla Ice Cream
1 #24 dipper Chocolate Ice Cream
1½ oz. Swiss chocolate sauce over

Vanilla Ice Cream
Whipped Cream over Chocolate Ice Cream
4 or 5 Pecan Halves on whipped cream
Nabisco Wafer at end near handle
Cherry on whipped cream
Chocolate decorettes over all.

parfaits



ALL STAR ***(Parfait glass)***

1 Soda spoon crystallized ginger
3 #30 dippers Buttered Pecan Ice Cream
1 Soda spoon Ginger to top
Chocolate Shot—sprinkled over.

BANANA DAINTY ***(Parfait glass)***

½ oz. Chocolate Syrup
¼ banana cut crosswise
1 #30 dipper Strawberry Ice Cream around banana
¼ banana cut crosswise
1 #30 dipper Strawberry Ice Cream around banana
Whipped Cream to top
Walnut Halves embedded in Whipped Cream
Red Cherry on top

BAR LE DUC ***(Parfait glass)***

1 Sodaspoon Bar-Le-Duc (Currant Jelly)
1 # 30 Dipper Vanilla Ice Cream
1 Sodaspoon Bar-Le-Duc
1 #30 Dipper Strawberry Ice Cream
1 Sodaspoon Bar-Le-Duc
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Bar-Le-Duc
Whipped Cream
Bar-Le-Duc Garnish

BLACK CHERRY ***(Parfait glass)***

Three or four black cherries
1 #30 Dipper Vanilla Ice Cream
3 black cherries
1 #30 Dipper Vanilla Ice Cream
3 black cherries

1 #30 Dipper Vanilla Ice Cream
3 black cherries
Whipped Cream
Cherry

CELEBRATION ***(Parfait glass)***

1 Sodaspoon chop suey topping
1 #30 Dipper Butter Pecan Ice Cream
1 Sodaspoon chop suey topping
1 #30 Dipper Butter Pecan Ice Cream
1 Sodaspoon chop suey topping
1 #30 Dipper Butter Pecan Ice Cream
1 Sodaspoon chop suey topping
Whipped Cream
Red and Green Pineapple cubes.

CHERRY ***(Parfait glass)***

1 Soda Spoon Cherry Juice Syrup
3 #30 dippers Vanilla Ice Cream
1 Soda spoon Black Crushed Cherries Between each mold of Ice Cream and on top of last mold.
Whipped Cream—to garnish
Whole cherry.

CHOCOLATE ***(Parfait glass)***

1 Sodaspoon Chocolate Sauce
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Chocolate Sauce
1 #30 Dipper Chocolate Ice Cream
1 Sodaspoon Chocolate Sauce
1 #30 Dipper Vanilla Ice Cream
1 Sodaspoon Chocolate Sauce
Whipped Cream
Chocolate Shot

CHOCOLATE MINT ***(parfait glass)***

1 Sodaspoon mint-flavored whipped cream
1 #30 Dipper Chocolate Ice Cream
1 Sodaspoon mint-flavored whipped cream
1 #30 Dipper Chocolate Ice Cream
1 Sodaspoon mint-flavored whipped cream
1 #30 Dipper Chocolate Ice Cream mint-flavored whipped cream
Green Cherry

CONEY ISLAND ***(Parfait glass)***

1 Soda spoon crushed red raspberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon crushed red raspberries
1 #30 Dipper raspberry fruit sherbet or fruit ice
1 soda spoon crushed pineapple
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon crushed red raspberries
Whipped cream
Cherry

FRUITED (or your Special Name) ***(Parfait glass)***

1 Soda Spoon green Pineapple Cubes
1 #30 Dipper Vanilla Ice Cream
1 Soda Spoon Crushed Strawberries
1 #30 Dipper Chocolate Ice Cream
1 Soda Spoon Crushed Pineapple
1 #30 Dipper Vanilla Ice Cream
1 Soda Spoon Chopped Cherries
Whipped Cream Garnish
Nut Meats sprinkled over
Cherry on Top

FRUIT SALAD ***(Parfait glass)***

3 #30 dippers Vanilla Ice Cream
Fresh Fruit Salad (1 soda spoon between each mold of Ice Cream)
Whipped Cream to garnish
Whole Blackberry—to top

FRUITED RAINBOW ***(Parfait glass)***

1 Soda spoon green pineapple dicettes
1 #30 dipper Strawberry Ice Cream
1 Soda spoon chopped nuts
1 #30 dipper Chocolate Ice Cream
1 Soda spoon crushed cherries
1 #30 dipper Vanilla Ice Cream
1 Soda spoon crushed Strawberries
Whipped Cream—for garnish
Chocolate Noodles—Sprinkled over
Green Cherry on top

GINGER SNAP ***(Parfait glass)***

1 Soda spoon Crystallized Ginger
1 #30 dipper of Butterscotch variegated Ice Cream
1 Soda spoon Crystallized Ginger
1 #30 dipper of Butterscotch variegated Ice Cream
1 Soda spoon Crystallized Ginger
1 #30 dipper of Butterscotch variegated Ice Cream
1 Soda spoon Crystallized Ginger
Whipped Cream Garnish
Cherry on top—serve with ginger snaps on the side

HAWAIIAN ***(Parfait glass)***

1 Soda spoon chopped maraschino cherries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon of Crushed Pineapple
1 #30 Dipper Pineapple Sherbet or Fruit Ice
1 Soda spoon crushed pineapple
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon crushed pineapple
Whipped Cream garnish
Flaked Almonds, sprinkled over

MATINEE FRUITED ***(Parfait glass)***

1 Soda spoon green pineapple dicettes
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon crushed strawberries
1 #30 Dipper Vanilla Ice Cream
I Soda spoon green pineapple dicettes
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon crushed strawberries
Whipped Cream—to garnish
Flaked Almonds sprinkled over all

MELBA *(Parfait glass)*
1 Soda spoon Raspberry Syrup
1 #30 Dipper Vanilla Ice Cream
Layer of Sliced Peaches
1 #30 Dipper Vanilla Ice Cream
Layer of Sliced Peaches—sprinkle with Raspberry Syrup
1 #30 Dipper Vanilla Ice Cream
Soda spoon Raspberry Syrup
Whipped Cream Garnish
Peach Slice on top

MINT DAINTY *(Parfait glass)*
1 Soda spoon crumbled green and white mint candy
1 #30 Dipper Mint Stick Ice Cream or Vanilla Ice Cream
1 Soda spoon crumbled green and white mint candy
1 #30 Dipper Mint Stick Ice Cream or Vanilla Ice Cream
1 Soda spoon crumbled green and white mint candy
1 #30 Dipper Mint Stick Ice Cream or Vanilla Ice Cream
1 Soda spoon crumbled green and white mint candy
Whipped Cream Garnish
Sprig of Mint on top

MOCHA *(Parfait glass)*
1 Soda spoon Coffee Syrup
1 #30 Dipper Chocolate Ice Cream
1 Soda spoon Chocolate Topping
1 #30 Dipper Coffee Ice Cream
1 Soda spoon Chocolate Topping
1 #30 Dipper Chocolate Ice Cream
1 Soda spoon Coffee Syrup
Whipped Cream to garnish
Chocolate shot over all
Red cherry—to top

ORANGE *(Parfait glass)*
1 Soda spoon Orange Marmalade
1 #30 Dipper Vanilla Ice Cream
1 #30 Dipper Orange Sherbet
1 #30 Dipper Vanilla Ice Cream
3 sections of Orange wedge-shaped
Whipped Cream Garnish
Stemmed Cherry on top

ORANGE BLUEBERRY *(Parfait glass)*
1 Soda spoon chopped Blueberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon Orange Syrup
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon chopped Blueberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon chopped Blueberries
Chopped Nuts
Whipped Cream Garnish
Orange section on top

PEACH-ALADE *(Parfait glass)*
1 Soda spoon Orange Marmalade
1 #30 Dipper Buttered Pecan Ice Cream
1 Soda spoon Orange Marmalade
1 #30 Dipper Buttered Pecan Ice Cream
Four Peach Slices
Whipped Cream Garnish

RAINBOW *(Parfait glass)*
1 #30 Dipper Red Raspberry Sherbet
1 #30 Dipper Vanilla Ice Cream
1 #30 Dipper Boysenberry Sherbet (or any blue sherbet)
Whipped Cream—to top
Whole Strawberry

STRAW-ANA *(Parfait glass)*
1 Soda spoon Crushed Strawberries
1 #30 Dipper Strawberry Ice Cream
2 slices Banana
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon Crushed Strawberries
1 #30 Dipper Strawberry Ice Cream
4 slices Banana
Whipped Cream Garnish
Whole Strawberry on top

STRAWBERRY *(Parfait glass)*
1 Soda spoon Strawberry Syrup
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon Strawberry Marshmallow
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon Strawberry Marshmallow
1 #30 Dipper Strawberry Ice Cream
2 or 3 whole Strawberries
Whipped Cream—to top
NOTE: Strawberry Marshmallow: 1 part undiluted crushed strawberry fruit—4 parts marshmallow topping. Blend thoroughly.

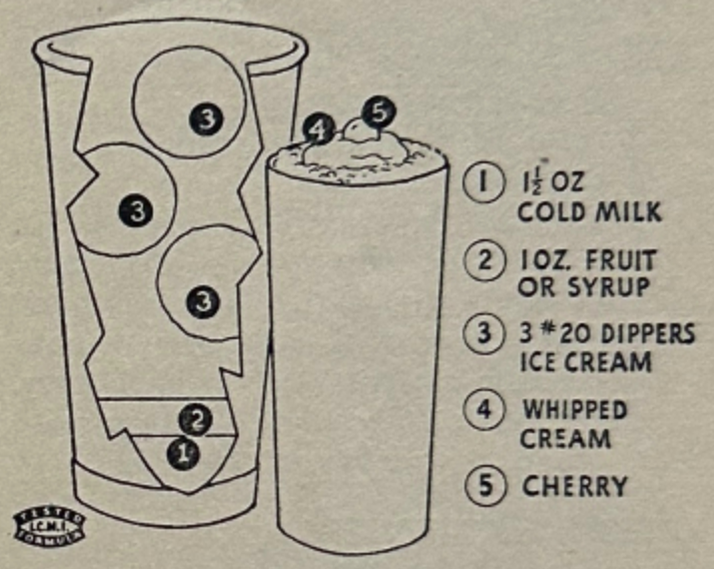
TRU-BLUE-BERRY *(Parfait glass)*
1 Soda spoon crushed Blueberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon blueberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon blueberries
1 #30 Dipper Vanilla Ice Cream
1 Soda spoon blueberries
Whipped cream—for garnish
Whole blueberry—top

THE "VARI-GAY" *(Parfait glass)*
1 Soda spoon crushed Raspberries
1 #30 Dipper of Chocolate Fudge variegated Ice Cream
1 Soda spoon crushed Raspberries
1 #30 Dipper Raspberry variegated Ice Cream
1 Soda spoon crushed Raspberries
1 #30 Dipper Chocolate Fudge variegated Ice Cream
1 Soda spoon crushed Raspberries
Whipped cream garnish dotted with Raspberry syrup
Cherry on top

WINTER GARDEN *(Parfait glass)*
1 Soda spoon Honey
1 #30 Dipper Strawberry Ice Cream
1 #30 Dipper Vanilla Ice Cream
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon Honey
Whipped Cream Garnish
Place four pecan halves on top
Top with red or green cherry

WORLD'S FAIR *(Parfait glass)*
1 Soda spoon Creme de Menthe syrup
1 #30 Dipper Lime or some green sherbet
1 Soda spoon Fruit Salad
1 #30 Dipper Vanilla Ice Cream
1 Soda Spoon Fruit Salad
1 #30 Dipper Strawberry Ice Cream
1 Soda spoon Fruit Salad
Whipped Cream Garnish
3 or 4 pecan halves in whipped cream

frappes



BANANA CREAM
2 oz. Coffee Cream
3 #20 dippers Vanilla Ice Cream
1 oz. crushed Pineapple
6 slices of Banana
Place on mixer just long enough to blend these ingredients into a smooth mixture. Pour into thin shell glass. Top with shredded cocoanut and a red cherry.

CALIFORNIA STRAWBERRY SMOOTH *(Parfait glass)*
1½ oz. crushed Strawberries
3 #24 dippers Strawberry Ice Cream
Whip together and pour into parfait glass.
Whipped Cream to garnish
½ soda spoon crushed strawberries trickled over Whipped Cream
Whole Strawberry to top

CHOCOLATE MALTED
3 #20 dippers Vanilla Ice Cream
1½ oz. Chocolate Syrup
3 oz. cold pasteurized Milk
1 soda spoon Malted Milk
Blend together thoroughly until smooth, either with a spatula or on a mixing machine. Pour into a serv-

ing glass, top with whipped cream and sprinkle with malted milk powder. Serve on a doily covered plate, with 2 wafers on the side.

CLARET

Into a mixing cup put 1½ ounces claret syrup, 3 #20 dippers vanilla Ice Cream, 3 ounces cold pasteurized milk. Place on mixer just long enough to blend these ingredients into a smooth mixture. Pour into a thin shell glass, garnish with slice of pineapple, a purple grape or a cherry. Serve straws and spoon on the side with wafers or pretzels.

COFFEE FRAPPE

3 oz. freshly made Coffee
1½ oz. simple Syrup
3 #20 dippers Vanilla Ice Cream
Place on mixer just long enough to blend these ingredients thoroughly into a smooth mixture.

COOKIE

3 #20 dippers Vanilla Ice Cream
1½ oz. Orange Syrup
3 oz. cold pasteurized Milk
3 crumbled Vanilla Wafers
Blend all ingredients smoothly on the mixer or with spatula. Pour into thin shell glass, top with whipped cream, cover with very fine crumbs of vanilla wafers, and a red cherry. Serve on a doily covered plate, with 2 vanilla wafers on the side.

CREME DE MENTHE

1½ oz. Green Mint Syrup
3 #20 dippers Vanilla Ice Cream
3 oz. cold pasteurized Milk
Blend with spoon or on mixer.
Green Whipped Cream on inside of thin glass
Sprig of Fresh Mint stuck in glass
Green Cherry for garnish

FRISCO

1 oz. fresh Pineapple Juice .
1 #20 dipper Vanilla Ice Cream
2 #20 dippers Pineapple Sherbet
3 oz. cold pasteurized Milk
Place on mixer long enough to blend these ingredients into a smooth mixture. Pour into a thin shell glass. Top with a pineapple cube, or a slice of orange.

FROSTED

3 oz. cold pasteurized Milk
3 #20 dippers Fruit Sherbet or Fruit Ice—any flavor
1 oz. Syrup (flavor to blend with sherbet)
Whipped Cream
Cherry
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with whipped cream and a cherry.

FROSTY ORANGE

(in Parfait glass)
2 oz. Orange Juice
½ oz. Lemon Juice
3 #20 dippers Orange Fruit Ice or Orange Sherbet
Blend with spatula or on mixer. Pour into parfait glass. Garnish with a slice of orange, or green cherry.

FRUIT CAKE

3 #20 Dippers of Egg Nog Ice Cream
1 ounce Orange Syrup
3 ounces cold pasteurized Milk
1 thin slice of crumbled Fruit cake
Blend all ingredients smoothly, with spatula or on mixer. Pour into thin shell glass, top with whipped cream, cover with very fine crumbs of Fruit Cake.

FRUIT FROSTY SHERBET

3 #20 dippers fruit sherbet or fruit ice
1 oz. syrup (same flavor as sherbet)
3 oz. cold pasteurized Milk
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with a sprig of mint.

MALTED FROSTED "TIN ROOF"

3 #20 dippers Vanilla Ice Cream
1 ounce Marshmallow
1 ounce Malted Milk powder
3 oz. cold pasteurized Milk
Smooth until mixture is blended—but very thick. Pour into glass and cover with a good portion of salted peanuts.

MALTED NUT SMOOTH

3 # 20 dippers Vanilla Ice Cream
1½ ounces chocolate syrup
1 ounce malted milk powder
Smooth until syrup and Ice Cream are blended—but mixture very thick. Pour into a glass and sprinkle with chopped nuts. Garnish with whipped cream and a cherry.

OUR TOWN

1 oz. Crushed Red Raspberries
3 #20 dippers Pineapple, Vanilla or Coconut Ice Cream
3 oz. cold pasteurized Milk
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with whipped cream and a raspberry.

"PATS FRAP"

3 #20 dippers Vanilla or Pistachio Ice Cream
1 oz. Creme de Menthe Syrup
1 Soda Spoon Green Pineapple Dicettes
3 oz. Cold Pasteurized Milk
Blend until smooth with spatula or on mixer. Pour into thin shell glass. Top with whipped cream and sprinkle with chopped nuts.

PLUM

½ oz. of Crushed Pineapple
½ oz. of Chopped Canned Plums
1 # 20 dipper of Orange Fruit Sherbet or Fruit Ice
2 #20 dippers of Vanilla Ice Cream
3 oz. cold pasteurized Milk
Blend until smooth and serve in a thin shell glass, topped with whipped cream and a cherry.

MOCHA FRAPPE FLOAT

1½ oz. Chocolate Syrup
3 #20 dippers Chocolate Ice Cream
3 oz. freshly made Coffee thoroughly chilled
Mix until thoroughly blended. Pour into a thin shell glass and top with 1 #24 dipper Coffee or Vanilla Ice Cream
Garnish with Whipped Cream and finely crushed Vanilla Wafers (sprinkled over all)
Top with a Red Cherry

special drinks

CLARET COOLER

Juice of 1 Lime
1½ oz. Claret Syrup
3½ oz. Cracked Ice
Carbonated Water to fill glass ¾ths full
Top with 1 #24 dipper Grape or Claret Sherbet
Garnish with a Sprig of Mint

COCA COLA COOLER

1 Dipper Orange Sherbet or Orange Ice
1 Bottle Coca Cola
Pour into an Ice Tea glass, and serve with straws.

COCA COLA FLOAT

1½ oz. of Coca Cola Syrup
2 scoops cracked ice
5 oz. Carbonated Water
2 #24 dippers Vanilla Ice Cream
Place on mixer long enough to blend thoroughly. Pour into thin shell glass and top with 1 #24 dipper Vanilla Ice Cream.

COFFEE COOLER

2 scoops Cracked Ice—in serving glass
5 oz. freshly made double strength Coffee—poured over ice
1 #24 dipper Vanilla Ice Cream floated in coffee
1 soda spoon Whipped Cream if desired

COFFEE NECTAR

4 oz. strong cold coffee
Dash angostura bitters
2 #20 dippers coffee Ice Cream
Place on mixer long enough to blend thoroughly. Pour over cracked ice in a tall glass.

FRUIT FROSTY FLOAT

5 oz. cold pasteurized Milk
½ oz. Orange or Pineapple Syrup
2 #24 dippers Orange or Pineapple Sherbet or Fruit Ice
Blend on mixer. Pour into a thin shell glass and top with 1 #24 dipper of vanilla Ice Cream.

FROSTED FRUIT CUP

Diced Fruit (fill fruit cup)
1 Small Dipper Sherbet to top
Garnish with a piece of fruit

FROSTED ORANGE

4 oz. cold pasteurized Milk
2 #24 dippers Orange Sherbet or Orange Fruit Ice
½ oz. Orange, Lemon, Pineapple or simple Syrup
Blend on mixer. Pour into a thin shell glass. Top with a soda spoon of Ice Cream and a cherry.

ICED MOCHA

5 ounces freshly made coffee
1 ounce Simple Syrup
1 #20 dipper Chocolate Ice Cream
Cracked Ice

MINT JULEP

1½ oz. of Mint Syrup
Juice of 1 Lemon
1 scoop Crushed Ice
Dash of Angostura Bitters
5 oz. Carbonated Water
1 #24 dipper of Pineapple Sherbet
Place on mixer long enough to blend thoroughly. Pour into thin shell glass containing a scoop of cracked ice. If glass isn't full, fill with carbonated water. Garnish with Fresh Mint and Green Cherries.

ORANGE ICE COOLER

2 oz. of Fresh Orange Juice
2 #24 dippers Orange Ice
5 oz. Plain or Carbonated Water
2 oz. finely Chipped Ice
Blend ingredients on mixer until frosty cold. Serve in thin shell glass. Garnish with Orange slice and Cherry.

PLANTATION PUNCH

1 oz. Grapefruit Juice
1 oz. Pineapple Juice
1 Scoop Cracked Ice
1 #24 dipper Pineapple or Lemon Sherbet or Fruit Ice. Whip on mixing machine for about ½ minute. Pour over cracked ice in tall, thin glass. Garnish with a Pineapple cube.

RASPBERRY COOLER

1½ oz. Raspberry Syrup
Juice of 1 Lemon
1 Scoop Cracked Ice
5 oz. Carbonated Water
1 #24 Dipper Orange Sherbet or Fruit Ice
Place on mixer until thoroughly blended. Into a tall glass, put a small dipper of finely chipped ice. Pour the sherbet mixture over the cracked ice. Garnish with Slice of Orange and a Cherry.

RASPBERRY FLIP

1 #24 dipper Raspberry Fruit Ice or Sherbet
4 oz. Pineapple Juice
2 scoops Cracked Ice
5 oz. Carbonated Water. Blend on mixer. Pour into a thin glass in which 1 scoop of ice has been placed. Sprig of Mint for garnish

RASPBERRY ICE COOLER

½ oz. Simple Syrup
2 #24 dippers Raspberry Ice
5 oz. Plain or Carbonated Water
2 oz. Finely Chipped Ice
Dash of phosphate
Blend ingredients on mixer until frosty cold. Serve in thin shell glass. Garnish with slice of fruit and sprig of Mint.

SOUTHERN JULEP

Juice of ½ Orange
Juice of ½ Lemon
Juice of ½ Lime
2 Scoops of Crushed Ice
½ oz. Simple Syrup
1 #24 Scoop Sherbet or Fruit Ice
Mix on mixer. Put 2 scoops cracked ice into a tall thin shell glass. Pour blended mixture over it. Add more water, if necessary. Garnish with ½ Maraschino Cherry and ½ Slice Orange

STRAWBERRY FROST

5 oz. cold pasteurized Milk
2 #24 dippers Strawberry Sherbet
¼ oz. Simple Syrup
Blend on mixer until thoroughly blended. Serve in a thin shell glass, top with a soda spoon Ice Cream

TROPICAL FREEZE

1½ oz. Pineapple Juice
1 #24 dipper of Lemon Sherbet or Lime Ice
5 oz. Carbonated Water
2 scoops Cracked Ice
Whip together about one-half minute, pour over cracked ice in tall thin shell glass. Add carbonated water to fill if needed. Garnish with Lime or Lemon Slice and a Pineapple Cube.

WITCH'S COLD BREW

8 oz. cold sanka coffee
1½ oz. chocolate syrup
2 #24 dippers Chocolate Ice Cream
Place on mixer until blended. Serve in tall thin shell glass. Top with whipped cream.

WITCH'S HOT BREW

5 oz. hot sanka coffee
1 #24 dipper chocolate Ice Cream
Put into hot cup. Heat and mix until well blended. Pour into cup or mug. Top with whipped cream.

toppings and syrups

CARAMEL COCONUT TOPPING

1 part shredded coconut—3 parts caramel topping. Blend until thoroughly mixed.

CHOCOLATE VARIETIES:

BITTERSWEET CHOCOLATE TOPPING

3 lbs. Glucose
1 lb. Cocoa
1 gal. Condensed milk
Cook to good boil and when off fire add 5 lbs. marshmallow or nougat cream.

CHOCOLATE BUTTERNUT TOPPING

Mix 4 oz. peanut butter with 3 pints good chocolate syrup. Add the chocolate syrup gradually to the peanut butter, beating until well mixed to resemble creamy fudge. (For individual service, mix 1 teaspoonful peanut butter with 1½ oz. chocolate syrup. Beat until smooth.)

CHOCOLATE WHIPPED CREAM TOPPING

Grated chocolate
Whipped cream
Melt 2 oz. of grated chocolate in 4 or 5 tablespoons of water, cook until smooth. Add to 1 qt. of whipping cream just before it is whipped enough to hold up.

RITZY RICH CHOCOLATE TOPPING

1¼ lbs. mild bittersweet cocoa
5 pints milk
6 lbs. sugar
¼ teaspoon salt
Mix cocoa and sugar together dry. Put salt in milk and bring to boiling point. Gradually work in the cocoa-sugar mixture. Bring to boiling point, stirring constantly and boil about two minutes. Turn off heat, strain, put in covered container and cool rapidly.

SWISS CHOCOLATE TOPPING

2 lbs. XXXX Confectioner's sugar (powdered sugar)
6 oz. Van Huten or Rona Cocoa
1 pint coffee cream

Roll the powdered sugar and cocoa on a flat surface, preferably a cutting board covered with wax paper, until all the lumps in the sugar have disappeared. Add to this 1 pint regular coffee cream. Whip with egg whipper until perfectly smooth. Add ½ teaspoon vanilla extract and whip again.

FRUITED VARIETIES:

CHOP SUEY

Chop and mix thoroughly:
½ lb. seeded raisins
1 lb. mixed dry nuts
1/8 lb. shredded coconut
1/8 lb. candied pineapple
1/8 lb. citron
¼ lb. dates
¼ lb. figs

Sprinkle with cinnamon. Add equal parts of maple and cherry syrup. Make a mixture of proper serving consistency. Add a dash of port and sherry wine, to improve the flavor.

CRANBERRY SALAD

Grind through the meat chopper one pound of fresh-washed, clean cranberries and the skin of one orange; add one cup of light corn syrup, one cup of sugar and the juice of one orange. Allow to stand in a mixing bowl about two hours before use, and stir well before each service.

NOTE: Where crushed pineapple is available, one cup added to the above makes a particularly fine sundae topping.

FRUIT SALAD TOPPING NO. 1

(100 portions)
1 #2½ can sliced Pineapple
1 #2½ can Bartlett Pears
1 #2½ can Peach Halves
1 lb. White Seedless Grapes (or 2 #1 cans)
¼ lb. marshmallows
5 Apples (medium size)
5 Oranges (176)
3 Bananas (medium size)
¼ cup chopped Maraschino type cherries
¼ cup chopped green cherries
½ lb. granulated sugar

Open canned fruit and drain, reserving juice, cut fruit into fairly small pieces and put in a large mixing crock. Quarter marshmallows or use midget marshmallows, stem and wash grapes. Pare apples and oranges, cut into small pieces, add to other fruit. Peel bananas, slice crosswise, adding to other fruit. Juice of two lemons added prevents discoloration of fruits. Add sugar and all fruit juices with cut cherries and mix all well. Let stand in refrigerator two hours before using.

FRUIT SALAD NO. 2 (Golden Glow)

½ cup diced grapefruit
½ cup sliced peaches
½ cup diced pineapple
½ cup diced orange
½ cup diced red apple
¼ cup diced marshmallow
3 tablespoons fruit juice
1½ cups sliced bananas
3 tablespoons simple syrup

Mix and store in refrigerator until well blended.

FRUIT SALAD NO. 3

2 oranges
2 bananas
2 apples
2 one-half inch slices of fresh pineapple
¼ lb. marshmallows
1 pear or 3 fresh apricots or ¼ lb. seedless white grapes
12 sweet dark red cherries
2 peaches
2 tablespoons sugar
1 tablespoon lemon juice

Peel and remove membranes from fruit and cut into small pieces. Pour lemon juice over the mixture, and sprinkle with the sugar. Cut marshmallows into small portions and add. Mix thoroughly and let stand two hours or more in a refrigerator before use.

NOTE: The above proportion yields about one quart of fruit salad mixture.

CAUTION: Keep cold. Make only a small quantity at a time.

HAWAIIAN MINT TOPPING

1 #2 can crushed Hawaiian pineapple
4 tablespoons glycerin
1½ cups sugar
1 cup water
4 drops peppermint flavoring
Green coloring

Mix the pineapple, glycerin, sugar and water together and add enough coloring to make a delicate green. Simmer until slightly thickened (about 10 minutes). Then add peppermint flavoring to taste.

ORANGE PINEAPPLE TOPPING

Blend equal portions orange marmalade and simple syrup. Add 1 part prepared orange marmalade to 2 parts crushed pineapple topping or canned crushed pineapple.

PINEAPPLE-STRAWBERRY TOPPING

1 qt. crushed strawberry topping
1 qt. crushed pineapple topping

Mix thoroughly together. If fresh fruit is desired, the proportion to use will be 2 qts. of fully ripe strawberries to 1 fully ripe fresh pineapple. When the fresh pineapple is used, pare, chop very fine or grind. Cover with 1½ lbs. of granulated sugar. Place in a sauce pan and then over hot fire, stirring constantly, bringing it to a full, rolling boil. Cool and mix with prepared fresh strawberries.

MARSHMALLOW VARIETIES:

CARO MALLOW

Blend thoroughly 2 portions caramel topping with 1 portion marshmallow creme. Can be served hot or cold.

COFFEE MARSHMALLOW

Combine 1 part coffee syrup with 3 parts marshmallow topping. Whip until thoroughly blended.

FRUITED MARSHMALLOW

This is made by mixing together thoroughly, one part of any popular preserved fruit topping to three parts of marshmallow creme.

FUDGE MALLOW

Fudge Mallow is made by blending together two portions of Chocolate Fudge Topping to one portion marshmallow creme. Place in the fudge warmer and serve hot.

MAPLE MALLOW

To 1 qt. of marshmallow creme, add ¼ oz. good quality maple extract, whip the flavor thoroughly into the marshmallow.

MINTED MARSHMALLOW

Add one part creme de menthe syrup to three parts marshmallow creme. Whip thoroughly until the minted syrup has been smoothly blended in the marshmallow and the color uniform. Place in a fruit jar or covered fruit bowl at fountain.

PEANUT MALLOW

In equal proportions, mix marshmallow creme and peanut butter until well blended.

RASPBERRY MALLOW

1 pt. crushed black raspberries
1 qt. marshmallow creme

Beat until well blended, stir well before use.

SCOTCH MALLOW

Blend thoroughly 2 portions of butterscotch topping with 1 portion marshmallow. Can be served hot or cold.

NUT VARIETIES:

HONEY WHIP MIX

To a half pound each of minced figs, minced dates, minced maraschino cherries, and 6 ounces of finely chopped nut meats, add 8 ounces of honey. Place in a fudge warmer. Serve hot.
Sauce may be served in individual containers.

MALTED PEANUT FUDGE TOPPING

Start with one-half soda glass of high grade chocolate syrup. Next add one soda spoon of malted milk powder. Then stir in thoroughly a sufficient quantity of high grade fine textured peanut butter to the consistency of fudge topping.

NOTE: Do not omit the malted milk powder as it has a tendency to take the sharp flavor away from the peanut butter. This topping can be made in large or small quantities and should be kept in a cool place.

NOUGAT FLUFF

6 parts nougat creme or marshmallow creme
1 part peanut butter
Whip thoroughly until blended into a smooth, fluffy mixture.

NUT SALAD TOPPING

Use equal portions by weight of the following nuts:
Pecan halves
Whole Brazils
Whole Filberts (Hazelnuts)
Cashews
Black Walnut halves
Blanched Almonds
Cover with heavy good quality maple syrup or simple syrup.
Mix thoroughly.

NUTTY RUM TOPPING

Either pecan or black walnut meats in syrup—(as it comes from manufacturer)—add a few drops of rum sauce and thin out with simple syrup on a 50-50 basis. Place in fudge warmer or double boiler—Serve hot.

PEANUT BUTTER TOPPING

Two cups sugar
One cup of water
One teaspoon salt
One-half cup peanut butter
Combine sugar, water and salt. Bring to a boil and cook over low heat five minutes. Cool, add peanut butter and blend until smooth. Yield: approximately one pint.

PEANUT BUTTER FUDGE TOPPING

To make peanut butter fudge topping, use 1 pint chocolate fudge topping, 1 pound peanut butter, and ¼ pound marshmallow.

PEANUT BUTTER HONEY TOPPING

2 tablespoons honey
3 tablespoons sugar
2/3 cup water
¼ teaspoon salt
1/3 cup peanut butter
¼ teaspoon vanilla
Combine honey, sugar, water, and salt. Bring quickly to a boil, and cook 2 minutes. Stir only until sugar is dissolved. Cool. Place peanut butter in bowl, add syrup gradually, whipping with rotary beater until smooth. Add vanilla. Store in covered jar in refrigerator until ready to use. Makes 1 cup.

PEANUT CRUNCH TOPPING

½ cup white sugar
½ cup water
¼ tsp. vinegar
6 tablespoons Peanut Crunch brand peanut butter
Mix sugar, water, vinegar. Cover and boil 3 minutes. Add peanut crunch and cool.
Makes about 1 cup topping.

PEANUT 'LASSES CREAM

3 cups peanut butter
1 cup old-fashioned molasses
Mix peanut butter with molasses, and whip into a smooth cream. Keep in cool place, but do not store in refrigerator, as the mixture will harden. Whip with ladle each time you serve any.

PINE-A-BRITTLE

Stir ½ cup crushed peanut brittle into 1 pint of crushed pineapple. Mix well, and store in a cool place.

TOASTED PECAN TOPPING

Blend together three portions of caramel sauce to one portion of toasted pecans. Pecan meats may be toasted by placing in a shallow pan in a cool oven, and heating until browned. Watch, as they burn easily.

TURKISH DATE TOPPING

To one pound of chopped and seeded dates, add 4 ounces finely chopped nut meats and 4 ounces chopped raisins.
Moisten with hot water and mix thoroughly with 3 ounces of orange syrup.
Heat in double boiler over low flame. Serve hot.

SYRUPS:

ALMOND SYRUP

Into a gallon of simple syrup put 2 ounces of almond extract. Stir thoroughly.

BITTERSWEET CHOCOLATE SYRUP

1¼ lbs. cocoa
2 qts. water
5 lbs. sugar
½ tsp. salt
Mix cocoa and sugar together dry. Put salt in water and bring to boiling point. Add cocoa-sugar mixture and again bring to boiling point. Turn off the heat, whip smooth, strain, pour into covered container and chill rapidly.

CHOCOLATE SYRUP *(2 gallon batch)*

2 lbs. good quality cocoa
1 gal. water
10 lbs. sugar
1 level teaspoon salt
Mix cocoa and sugar together dry. Put salt in water and bring to boiling point. Gradually work in the cocoa-sugar mixture and bring back to boiling point, stirring constantly. Turn off heat, whip smooth, strain and put in covered container and cool rapidly.

HEAVY CHOCOLATE SYRUP

2 lbs. high quality cocoa
12 lbs. sugar
½ gal. milk
½ gal. water
1 level teaspoon salt
Mix cocoa and sugar together dry. put salt in water, add the milk, and bring to boiling point. Gradually work in the cocoa-sugar mixture and bring back to the boiling point, stirring constantly. Turn off the heat, whip smooth, add 1 ounce vanilla extract, strain, put in covered container and cool rapidly.

COFFEE SYRUP

5 qts. water
1½ lbs. coffee
pinch of salt
10 lbs. sugar (white & brown ½-½)
Have coffee ground fine. Place coffee in a drip funnel. Bring water to a boil—pour over coffee and let seep through. Add sugar and salt while coffee extract is warm. Will finish about 7 qts.

NECTAR SYRUP *(1 Gallon syrup)*

1 qt. lemon syrup
1 qt. strawberry syrup
1 qt. orange syrup
1 qt. grenadine (or raspberry) syrup
½ oz. fruit acid
Mix well and store in a cool place.

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